A8200-9 F

CONSUMER PREFERENCES FOR NEW RESTAURANT CONCEPTS

NATIONAL RESTAURANT ASSOCIATION
RESEARCH DEPARTMENT
311 First Street, N.W.
Washington, DC 20001
April, 1985

TABLE OF CONTENTS

INTRODUCTION 1

SECTION I: TYPES OF SPECIALTY RESTAURANTS TRIED 2

SECTION II: LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS 13

DETAILED TABLES 26

QUESTIONNAIRE 116

COMPOSITION OF SAMPLE 117

INTRODUCTION

The restaurant industry is now in the midst of creating a vast array of concepts that appeal to specific consumer taste preferences. These concepts may offer specialty menu items like diet or healthy foods, upscale hamburgers with a variety of toppings or different kinds of pasta. They may meet the busy consumer's need for convenience like pizza delivery or gourmet take out. They may reflect the grazing trend like freshly baked cookies and premium, hand dipped ice cream. Whatever their focus, new concepts are invading all sectors of the restaurant industry from fast food to upscale and atmosphere/specialty establishments.

Until now, no one has attempted to quantify their impact on our industry or their appeal to consumers. However, recently the National Restaurant Association commissioned the Gallup Organization to survey consumers about their preferences for 15 different restaurant concepts or specialties. The results are a first public glimpse at the demographics driving some of the most exciting new concepts in foodservice today.

A total of 2,069 men and women, age 18 years of age and older, were interviewed by telephone during the period of March 11 through March 31, 1985. All interviews were conducted from the Gallup Central Location Telephone Facility in Princeton, New Jersey. A detailed breakdown of the composition of the sample can be found at the end of this report.

The survey questioned consumers concerning their visits to specialty restaurants in the past three months and their likelihood of visiting such restaurants if the opportunity existed. The specialties ranged from simple barbecue to exotic sushi or sashimi; from speedy Oriental fast food to relaxed, casual display cookery. The objectives of this study were threefold:

- Identify the concepts that have received the widest acceptance among consumers.
- Pinpoint concepts poised for expansion
- Identify specific market segments or consumer groups that find each new concept most appealing.

SECTION I
TYPES OF SPECIALTY RESTAURANTS TRIED

SECTION I

TYPES OF SPECIALTY RESTAURANTS TRIED

All adults were questioned as to whether they had eaten a meal or snack within the past three months from each of fifteen different types of specialty restaurants. The largest proportion reported patronizing a pizza delivery place (40 percent), while at least one in three ate a meal or snack from an American regional cuisine restaurant (36 percent), a pasta place (35 percent), a barbecue restaurant (34 percent), a restaurant that specializes in hamburgers with toppings and offers alcoholic beverages (33 percent) or a store specializing in premium, hand dipped ice cream (32 percent).

Other types of places patronized by at least one in four in the past three months include those specializing in freshly baked cookies (29 percent), diet or lite menu items (26 percent) or Oriental fast food (25 percent). Smaller proportions ate a meal or snack in a place offering gourmet, ready to eat take out foods (18 percent), an eatery specializing in marinated, broiled or Mexican style chicken (17 percent), one offering spicy, cajun style cooking (14 percent) or a restaurant specializing in display cooking in front of patrons (12 percent).

The only types of restaurants patronized by fewer than one in ten were those specializing in sushi or sashimi (7 percent) or mesquite grilling (5 percent).

The following pages present information on the proportions of various demographic groups who reported having eaten a meal or snack at the various types of specialty restaurants within the past three months. Additional data are given on the segments of the population most likely to have patronized each type of restaurant.

SPECIALTY RESTAURANTS PATRONIZED IN THE PAST THREE MONTHS

Specialty Restaurants	Proportion of All Adults Have Patronized In Past Three Months
	%
Pizza delivery	40
American regional cuisine	36
Pasta	35
Barbecue	34
Hamburgers with a wide variety of toppings and offers alcoholic beverages	33
Premium, hand dipped ice cream	32
Freshly baked cookies	29
Diet or lite menu items	26
Oriental fast food	25
Gourmet, ready to eat take out foods	18
Marinated, broiled or Mexican style chicken	17
Spicy, cajun style cooking	14
Display cooking in front of patrons	12
Sushi or sashimi	7
Mesquite grilling	5
Number of Interviews	(2069)

GROUPS LIKELY TO PATRONIZE VARIOUS SPECIALTY RESTAURANTS

Pizza Delivery

- 18 - 24 year olds (62%)
- At least a high school education (43%)
- Income of $20,000 and over (46%)
- Women employed full-time (48%)
- Those in households of three or more people (48%)
- Residents of the Midwest (46%) and East (43%)

American Regional Cuisine

- Whites (37%)
- Under 50 years of age (41%)
- College graduates (49%)
- Incomes of $30,000 and over (48%)
- Women employed outside the home (39%)
- Residents of the East (41%) and West (38%)

Pasta

- Whites (36%)
- 18 - 24 year olds (50%)
- College graduates (45%)
- Incomes of $30,000 and over (48%)
- Not married (39%)
- Women employed outside the home (43%)
- Residents of the East (46%)

Barbecue

- Men (38%)
- 18 - 24 years of age (43%)
- Working women (35%)
- Residents of the South (45%)

GROUPS LIKELY TO PATRONIZE VARIOUS SPECIALTY RESTAURANTS

Hamburgers With Various Toppings And Offers Alcoholic Beverages

- 18 - 34 year olds (44%)
- At least a high school graduate (36%)
- Incomes of $30,000 and over (42%)
- Not married (40%)
- Working women (37%)

Premium Hand Dipped Ice Cream

- 18 - 24 years of age (42%)
- College graduates (38%)
- Working women (35%)
- Households of three or more people (35%)

Freshly Baked Cookies

- 18 - 24 years of age (44%)
- Not married (34%)
- Working women (36%)
- Households of three or more people (32%)

Diet or Lite Menu Items

- Women (29%), particularly those employed part-time (37%)
- At least high school graduates (28%)
- Incomes of $30,000 and over (30%)

GROUPS LIKELY TO PATRONIZE VARIOUS SPECIALTY RESTAURANTS

Oriental Fast Food

- Non-whites (34%)
- 18 - 49 years of age (30%)
- College graduates (33%)
- Not married (30%)
- Working women (30%)
- Residents of the West (34%) and East (31%)

Gourmet, Ready To Eat Take Out Foods

- Non-whites (25%)
- 18 - 24 year olds (25%)
- At least high school graduates (20%)
- Not married (22%)

Marinated, Broiled or Mexican Style Chicken

- 18 - 49 years of age (21%)
- College graduates (27%)
- Residents of the West (26%)

Spicy, Cajun Style Cooking

- Non-whites (20%)
- 18 - 34 year olds (20%)
- College graduates (19%)
- Incomes of $15,000 and over (16%)
- Residents of the South (19%)

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Pizza Delivery %	American Regional Cuisine %	Pasta %	Barbecue %	Hamburgers/Toppings Offers Alcoholic Beverages %
Total	40	36	35	34	33
Sex					
Male	41	37	36	38	35
Female	40	35	35	31	31
Race					
White	40	37	36	34	33
Non-white	41	28	29	40	29
Age					
18 - 24 years	62	42	50	43	48
25 - 34 years	50	42	39	35	42
35 - 49 years	48	39	42	36	36
50 - 64 years	25	29	28	30	21
65 and older	13	23	16	28	15

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Pizza Delivery %	American Regional Cuisine %	Pasta %	Barbecue %	Hamburgers/Toppings Offers Alcoholic Beverages %
Education					
College graduate	42	49	45	33	38
High school graduate	44	37	38	37	35
Less than high school graduate	30	22	20	30	22
Annual Household Income					
$30,000 and over	47	48	48	36	42
$20,000 - $29,999	45	38	38	34	32
$15,000 - $19,999	39	38	29	38	30
Under $15,000	30	24	27	34	28
Marital Status					
Married	39	34	33	33	28
Not married	43	38	39	37	40
Women's Employment Status					
Full-time	48	41	45	35	38
Part-time	37	36	40	37	36
Not employed	34	30	27	27	24
Number of People In Household					
One	32	37	32	35	34
Two	32	36	32	33	27
Three or four	48	36	40	34	36
Five or more	50	34	34	38	36
Region					
East	43	41	46	31	33
Midwest	46	34	33	28	33
South	36	32	28	45	32
West	35	38	36	32	33

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Premium Hand Dipped Ice Cream	Freshly Baked Cookies	Diet or Lite Menu Items	Oriental Fast Food	Gourmet Take-out Foods
	%	%	%	%	%
Total	32	29	26	25	18
Sex					
Male	31	28	22	26	18
Female	33	30	29	24	18
Race					
White	31	29	26	23	17
Non-white	36	31	23	34	25
Age					
18 - 24 years	42	44	23	32	25
25 - 34 years	32	34	27	30	20
35 - 49 years	35	30	29	28	20
50 - 64 years	28	18	24	17	12
65 and older	22	18	23	15	11
Education					
College graduate	38	34	31	33	21
High school graduate	31	29	27	26	19
Less than high school graduate	28	24	18	13	12
Annual Household Income					
$30,000 and over	36	34	30	29	21
$20,000 - $29,999	34	29	23	25	18
$15,000 - $19,999	30	30	23	24	16
Under $15,000	28	23	24	21	15
Marital Status					
Married	31	26	25	21	15
Not married	33	34	26	30	22

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Premium Hand Dipped Ice Cream	Freshly Baked Cookies	Diet or Lite Menu Items	Oriental Fast Food	Gourmet Take-out Foods
	%	%	%	%	%
Women's Employment Status					
Full-time	35	33	29	32	22
Part-time	40	39	37	26	16
Not employed	28	25	26	18	15
Number of People In Household					
One	28	26	28	28	19
Two	29	25	26	22	17
Three or four	35	32	25	26	18
Five or more	36	34	22	25	18
Region					
East	32	31	25	31	20
Midwest	30	28	27	18	15
South	32	27	25	20	18
West	35	31	26	34	18

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Marinated or Mexican Style Chicken	Cajun Style Cooking	Display Cooking	Sushi or Sashimi	Mesquite Grilling
	%	%	%	%	%
Total	17	14	12	7	5
Sex					
Male	18	16	14	7	7
Female	16	12	11	6	3
Race					
White	17	13	12	6	5
Non-white	18	20	14	10	4
Age					
18 - 24 years	22	18	16	7	4
25 - 34 years	21	22	14	7	6
35 - 49 years	20	13	12	9	6
50 - 64 years	13	9	12	3	3
65 and older	7	6	9	5	3
Education					
College graduate	27	19	14	10	7
High school graduate	16	14	13	6	5
Less than high school graduate	10	9	10	5	4

PROPORTIONS PATRONIZING EACH TYPE OF SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Patronized Each Type of Restaurant				
	Marinated or Mexican Style Chicken	Cajun Style Cooking	Display Cooking	Sushi or Sashimi	Mesquite Grilling
	%	%	%	%	%
Annual Household Income					
$30,000 and over	22	18	13	9	7
$20,000 - $29,999	19	14	12	4	4
$15,000 - $19,999	16	19	14	5	5
Under $15,000	12	9	13	7	4
Marital Status					
Married	15	13	11	5	4
Not married	19	17	14	8	6
Women's Employment Status					
Full-time	22	16	13	9	3
Part-time	18	12	14	8	5
Not employed	10	10	9	4	3
Number of People In Household					
One	19	13	13	11	8
Two	16	13	11	6	4
Three or four	18	16	14	5	4
Five or more	14	13	12	6	4
Region					
East	13	13	13	8	4
Midwest	14	11	14	4	2
South	17	19	12	4	6
West	26	12	11	12	9

SECTION II
LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS

SECTION II

LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS

All respondents who did not eat in each type of restaurant in the three months prior to the interview were further asked their likelihood of trying each specialty restaurant in the future. The types of restaurants that elicited the greatest interest were those offering premium, hand dipped ice cream (37 percent very likely to try), barbecue (35 percent very likely to try) or freshly baked cookies (30 percent likely to try).

At least one in five said if they had the opportunity they would be very likely to try a restaurant specializing in pasta (28 percent), American regional cuisine (27 percent), hamburgers with toppings and where alcoholic beverages are served (24 percent), pizza delivery (24 percent), display cooking (22 percent), Oriental fast food (21 percent) or gourment, ready to eat take out foods (20 percent). Slightly fewer expressed strong interest in trying a place offering diet or lite menu items (19 percent), marinated, broiled or Mexican style chicken (17 percent) or spicy, cajun style cooking (16 percent). Twelve percent reported being very likely to try a place specializing in mesquite grilling, while fewer than one in ten (8 percent) are likely to try a sushi or sashimi restaurant.

The following pages present information on the proportions of various demographic groups who are likely to try these fifteen different specialty restaurants in the future. Additional data on the segments of the population who are most likely to try these restaurants in the future are also given.

LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS

Specialty Restaurants	Likelihood of Trying Specialty Restaurant (Based on Those Have Not Eaten In Each In Past 3 Months) Very Likely 5 %	4 %	3 %	2 %	Very Unlikely 1 %	D K %	T %	Mean # Rating
Premium hand dipped ice cream	24	13	16	10	36	1	100	2.8
Barbecue	21	14	18	9	35	3	100	2.8
Freshly baked cookies	22	8	14	11	44	1	100	2.5
Pasta	16	12	15	10	45	2	100	2.4
American regional cuisine	14	13	19	10	40	4	100	2.5
Hamburgers with toppings and offers alcoholic beverages	15	9	16	10	48	2	100	2.3
Pizza delivery	15	9	13	10	51	2	100	2.3
Display cooking in front of patrons	13	9	16	12	48	2	100	2.3
Oriental fast food	11	10	13	10	54	2	100	2.1
Gourmet ready to eat take out foods	12	8	17	13	48	2	100	2.2
Diet or lite menu items	11	8	16	11	51	3	100	2.2
Marinated, broiled or Mexican style chicken	10	7	15	12	54	2	100	2.1
Spicy, cajun style cooking	10	6	10	10	60	4	100	1.9
Mesquite grilling	7	5	9	7	59	13	100	1.8
Sushi or sashimi	5	3	6	8	72	6	100	1.5

GROUPS LIKELY TO PATRONIZE SPECIALTY RESTAURANTS IN THE FUTURE

Premium, Hand Dipped Ice Cream

- Women
- 18 - 49 year olds
- In households of three or more people

Barbecue

- 18 - 34 year olds
- Working women
- In households of three or more people
- Living in areas other than the East

Freshly Baked Cookies

- Women
- Non-whites
- 18 - 24 year olds
- At least high school graduates
- In households of three or more people
- Residents of South and East

Pasta

- 18 - 24 year olds
- At least high school graduates
- Employed women
- Residents of the East

American Regional Cuisine

- 18 - 49 year olds
- At least high school graduates
- Working women

GROUPS LIKELY TO PATRONIZE SPECIALTY RESTAURANTS IN THE FUTURE

Hamburgers With Toppings And Offers Alcoholic Beverages

- 18 - 34 year olds
- At least high school graduates
- Working women

Pizza Delivery

- Non-whites
- 18 - 34 year olds
- At least high school graduates
- Working women
- In households of three or more people

Display Cooking In Front of Patrons

- 18 - 34 year olds
- At least high school graduates
- Women employed on a full-time basis

Oriental Fast Food

- 18 - 49 year olds
- At least high school graduates

Gourmet, Ready To Eat Take Out Foods

- Women, especially those employed outside the home
- 18 - 24 year olds
- At least high school graduates
- Unmarrieds

GROUPS LIKELY TO PATRONIZE SPECIALTY RESTAURANTS IN THE FUTURE

Diet or Lite Menu Items

- Women

Marinated, Broiled,Mexican Style Chicken

- 18 - 49 year olds
- Unmarrieds

Spicy, Cajun Style Cooking

- Men
- 18 - 49 year olds
- Employed women
- Residents of the South and West

Mesquite Grilling

- Under 65 years of age
- College graduates

Sushi or Sashimi

- College graduates

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Premium Hand Dipped Ice Cream %	Barbecue %	Freshly Baked Cookies %	Pasta %	American Regional Cuisine %
Total Have Not Tried Recently	37	35	30	28	27
Sex					
Male	31	33	25	26	26
Female	42	36	35	30	27
Race					
White	37	34	29	28	27
Non-white	36	40	37	28	23
Age					
18 - 24 years	48	48	50	45	33
25 - 34 years	43	44	35	33	29
35 - 49 years	39	36	29	30	32
50 - 64 years	29	31	24	25	24
65 and older	28	16	21	14	17
Education					
College graduate	36	32	28	29	32
High school graduate	38	37	32	30	29
Less than high school graduate	33	31	22	23	20
Annual Household Income					
$30,000 and over	36	33	27	32	33
$20,000 - $29,999	45	37	33	30	32
$15,000 - $19,999	35	37	33	27	29
Under $15,000	36	35	32	29	24

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Premium Hand Dipped Ice Cream %	Barbecue %	Freshly Baked Cookies %	Pasta %	American Regional Cuisine %
Marital Status					
Married	36	34	29	27	25
Not married	38	37	33	30	29
Women's Employment Status					
Full-time	42	40	35	35	35
Part-time	47	46	38	32	29
Not employed	40	31	34	26	22
Number of People In Household					
One	30	25	23	26	31
Two	30	28	27	26	23
Three or four	46	45	35	30	29
Five or more	35	34	36	31	25
Region					
East	38	29	32	33	28
Midwest	33	35	24	28	30
South	40	39	36	27	25
West	36	36	26	25	23

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Hamburgers With Toppings And Offers Alcoholic Beverages %	Pizza Delivery %	Display Cooking In Front Of Patrons %	Oriental Fast Food %	Gourmet, Ready To Eat Take Out Foods %
Total Have Not Tried Recently	24	24	22	21	20
Sex					
Male	24	24	19	19	16
Female	23	24	24	22	24
Race					
White	23	23	21	20	19
Non-white	25	31	24	23	24
Age					
18 - 24 years	38	50	31	27	29
25 - 34 years	33	40	26	26	23
35 - 49 years	25	26	21	22	21
50 - 64 years	20	15	20	16	17
65 and older	9	8	10	13	10
Education					
College graduate	26	22	21	28	23
High school graduate	26	29	25	22	21
Less than high school graduate	16	16	14	13	14
Annual Household Income					
$30,000 and over	28	23	25	24	24
$20,000 - $29,999	27	29	25	21	21
$15,000 - $19,999	25	18	22	19	20
Under $15,000	19	25	17	19	17

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Hamburgers With Toppings And Offers Alcoholic Beverages %	Pizza Delivery %	Display Cooking In Front Of Patrons %	Oriental Fast Food %	Gourmet, Ready To Eat Take Out Foods %
Marital Status					
Married	24	21	20	19	17
Not married	24	30	23	23	24
Women's Employment Status					
Full-time	32	34	31	25	30
Part-time	29	36	22	21	30
Not employed	17	16	20	20	18
Number of People In Household					
One	20	16	17	21	20
Two	22	19	19	17	19
Three or four	26	33	25	22	21
Five or more	26	29	21	26	18
Region					
East	23	24	20	22	20
Midwest	24	26	23	21	18
South	26	24	23	17	22
West	21	23	20	24	17

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Diet/ Lite Menu Items %	Marinated, Broiled, Mexican Style Chicken %	Spicy, Cajun Style Cooking %	Mesquite Grilling %	Sushi/ Sashimi %
Total Have Not Tried Recently	19	17	16	12	8
Sex					
Male	13	20	20	12	8
Female	25	16	11	12	8
Race					
White	20	18	15	12	7
Non-white	14	18	18	11	8
Age					
18 - 24 years	22	23	22	11	9
25 - 34 years	18	20	19	15	9
35 - 49 years	24	20	18	16	8
50 - 64 years	18	14	13	10	7
65 and older	14	10	5	5	5
Education					
College graduate	21	18	20	17	12
High school graduate	20	18	16	12	7
Less than high school graduate	16	17	11	8	5
Annual Household Income					
$30,000 and over	19	18	20	15	9
$20,000 - $29,999	21	17	16	13	9
$15,000 - $19,999	21	18	15	12	7
Under $15,000	19	20	13	11	7

PROPORTIONS LIKELY TO TRY EACH SPECIALTY RESTAURANT BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Proportions Very Likely (Ratings of 5 or 4) To Try Each Type of Restaurant				
	Diet/ Lite Menu Items %	Marinated, Broiled, Mexican Style Chicken %	Spicy, Cajun Style Cooking %	Mesquite Grilling %	Sushi/ Sashimi %
Marital Status					
Married	17	15	14	11	6
Not married	22	21	17	13	10
Women's Employment Status					
Full-time	28	18	17	13	8
Part-time	27	22	14	17	11
Not employed	22	13	7	10	6
Number of People In Household					
One	21	16	12	13	8
Two	17	15	16	12	7
Three or four	22	21	18	12	8
Five or more	17	15	12	9	6
Region					
East	17	17	11	9	7
Midwest	20	15	14	10	8
South	21	19	20	13	7
West	18	21	18	16	10

The table on the next page shows the proportions of all adults who have either tried each type of specialty restaurant in the past three months or are likely to try that type of restaurant if they have the opportunity. The top four types of restaurants, each cited by at least one in two, are those specializing in premium, hand dipped ice cream (57 percent), barbecue (57 percent), pizza delivery (55 percent), American regional cuisine (53 percent) and freshly baked cookies (50 percent)

Close to half (48 percent) have recently tried or are likely to try a place specializing in hamburgers with toppings and where alcoholic beverages are available, while about one third reported this for restaurants specializing in Oriental fast food (40 percent), diet or lite menu items (40 percent), gourmet, ready to eat take out foods (34 percent), marinated, broiled or Mexican chicken (32 percent), display cooking in front of patrons (32 percent) and spicy, cajun style cooking (27 percent).

Fewer than one in five have already tried or are likely to try places specializing in mesquite grilling (16 percent) or sushi or sashimi (14 percent).

PROPORTIONS WHO HAVE TRIED AND ARE LIKELY TO TRY EACH SPECIALTY RESTAURANT

	Proportions Have Tried or Are Very Likely To Try Each Type of Restaurant
	%
Premium, hand dipped ice cream	57
Barbecue	57
Pizza delivery	55
Pasta	53
American regional cuisine	53
Freshly baked cookies	50
Hamburgers with toppings and offers alcoholic beverages	48
Oriental fast food	40
Diet or lite menu items	40
Gourmet, ready to eat take out foods	34
Marinated, broiled or Mexican style chicken	32
Display cooking in front of patrons	31
Spicy, cajun style cooking	27
Mesquite grilling	16
Sushi or sashimi	14
Number of Interviews	(2069)

DETAILED TABLES

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** FRESHLY BAKED COOKIES ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2654	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	963	432	530	817	139	235	259	246	123	92	509	452	135	263	404	147
	29.0	27.8	30.1	28.6	31.4	44.3	34.4	29.8	18.2	18.1	25.9	33.5	26.4	24.8	31.6	33.6
NO	2342	1116	1225	2028	301	296	491	575	549	414	1447	894	375	795	867	290
	70.6	71.8	69.6	71.1	67.9	55.7	65.2	69.7	81.1	81.7	73.6	66.3	73.4	74.9	67.8	66.2
DON'T KNOW	11	6	5	8	3		3	3	5		10	1	1	3	7	
	.3	.4	.3	.3	.7		.4	.4	.7		.5	.1	.2	.3	.5	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0140

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** FRESHLY BAKED COOKIES ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	963	219	565	179	303	189	107	188	202	106	220
	29.0	34.0	29.4	24.2	33.7	28.7	29.5	23.2	33.1	39.4	25.2
NO	2342	425	1351	561	592	467	256	618	406	160	653
	70.6	65.9	70.2	75.8	65.9	71.0	70.5	76.4	66.4	59.5	74.8
DON'T KNOW	11	2	9		3	3		3	2	3	
	.3	.3	.5		.3	.5		.4	.3	1.1	
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0141

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** FRESHLY BAKED COOKIES ***

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	963	264	56	208	245	151	94	263	191	73	190	38	153	299	255	409
	29.0	31.3	31.6	31.2	28.2	28.3	28.1	26.8	27.7	25.1	30.5	27.9	31.4	30.4	30.1	27.6
NO	2342	579	120	459	621	382	236	714	497	217	429	98	331	684	590	1068
	70.6	68.6	67.8	68.8	71.5	71.7	71.0	72.8	72.0	74.6	69.0	72.1	68.0	69.4	69.7	72.0
DON'T KNOW	11	1	1		3		3	4	3	1	3		3	2	3	7
	.3	.1	.6		.3		.9	.4	.4	.3	.5		.6	.2	.4	.5
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0142

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PREMIUM, HAND DIPPED ICE CREAM ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1056	486	571	887	161	221	240	288	187	114	615	441	142	305	444	159
	31.8	31.3	32.4	31.1	36.3	41.6	31.9	34.9	27.6	22.5	31.3	32.7	27.8	28.7	34.7	36.3
NO	2244	1060	1184	1956	278	309	506	533	483	393	1338	904	368	752	825	278
	67.7	68.2	67.2	68.5	62.8	58.2	67.5	64.6	71.3	77.5	68.1	67.1	72.0	70.9	64.6	63.5
DON'T KNOW	16	9	6	11	5		6	3	7		12	3	1	5	10	
	.5	.6	.3	.4	1.1		.8	.4	1.0		.6	.2	.2	.5	.8	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0144

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PREMIUM, HAND DIPPED ICE CREAM ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1056	243	607	205	328	222	109	224	212	107	247
	31.8	37.7	31.5	27.7	36.5	33.7	30.0	27.7	34.7	39.8	28.3
NO	2244	402	1305	533	564	434	254	581	396	160	623
	67.7	62.3	67.8	72.0	62.8	66.0	70.0	71.8	64.8	59.5	71.4
DON'T KNOW	16	1	12	2	6	2		3	2	2	2
	.5	.2	.6	.3	.7	.3		.4	.3	.7	.2
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0145

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PREMIUM, HAND DIPPED ICE CREAM ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	135	487	985	947	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1056	268	50	217	258	182	76	310	211	99	220	42	178	343	292	422
	31.8	31.8	28.2	32.5	29.7	34.1	22.7	31.6	30.6	34.0	35.4	30.9	36.6	34.8	34.5	28.5
NO	2244	575	125	450	606	351	255	665	474	191	398	92	306	639	551	1054
	67.7	68.1	70.6	67.5	69.8	65.9	76.1	67.8	68.7	65.6	64.0	67.6	62.8	64.9	65.1	71.1
DON'T KNOW	16	1	1		4		4	6	5	1	4	2	3	3	5	7
	.5	.1	.6		.5		1.2	.6	.7	.3	.6	1.5	.6	.3	.6	.5
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0146

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Gourmet, ready to eat take out foods

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	590	279	311	479	112	134	153	162	82	55	299	291	98	178	231	81
	17.8	17.9	17.7	16.8	25.3	25.2	20.3	19.6	12.1	10.8	15.2	21.6	19.2	16.8	18.1	18.5
NO	2717	1272	1444	2368	330	397	598	660	592	450	1660	1055	411	882	1043	357
	81.9	81.8	82.0	83.0	74.5	74.8	79.4	80.0	87.4	88.8	84.4	78.3	80.4	83.1	81.6	81.5
DON'T KNOW	9	3	5	7	1		2	3	2	1	6	2	2	2	4	
	.3	.2	.3	.2	.2		.3	.4	.3	.2	.3	.1	.4	.2	.3	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	913	294

(PERCENTAGES ROUNDED)
0148

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Gourmet, ready to eat take out foods

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	590	138	367	86	188	121	59	118	136	42	131
	17.8	21.4	19.1	11.6	20.9	18.4	16.3	14.6	22.3	15.6	15.0
NO	2717	503	1554	654	708	536	304	689	471	224	742
	81.9	78.0	80.7	88.4	78.8	81.5	83.7	85.2	77.1	83.3	85.0
DON'T KNOW	9	4	4		2	2		2	3	2	
	.3	.6	.2		.2	.3		.2	.5	.7	
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0149

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Gourmet, ready to eat take out foods

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	590	170	44	125	134	87	46	177	117	59	110	23	87	199	179	213
	17.8	20.1	24.9	18.7	15.4	16.3	13.7	18.0	17.0	20.3	17.7	16.9	17.9	20.2	21.1	14.4
NO	2717	672	130	542	734	446	289	802	572	230	508	112	396	786	666	1265
	81.9	79.6	73.4	81.3	84.6	83.7	86.3	81.8	82.9	79.0	81.7	82.4	81.3	79.8	78.6	85.3
DON'T KNOW	9	2	2					2	1	1	4		4		3	5
	.3	.2	1.1					.2	.1	.3	.6		.8		.4	.3
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0150

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Hamburgers with a wide variety of burger toppings and offers alcoholic beverages

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1085	548	537	946	130	253	317	293	142	76	547	538	176	283	459	156
	32.7	35.2	30.5	33.1	29.3	47.6	42.1	35.5	21.0	15.0	27.8	39.9	34.4	26.7	35.9	35.6
NO	2221	1003	1218	1899	312	278	434	529	530	431	1411	807	334	775	815	280
	67.0	64.5	69.2	66.5	70.4	52.4	57.6	64.1	78.3	85.0	71.8	59.9	65.4	73.0	63.8	63.9
DON'T KNOW	10	4	6	9	1		2	3	4		7	3	1	3	4	2
	.3	.3	.3	.3	.2		.3	.4	.6		.4	.2	.2	.3	.3	.5
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0152

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Hamburgers with a wide variety of burger toppings and offers alcoholic beverages

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1085	243	679	163	376	213	109	225	231	97	209
	32.7	37.7	35.3	22.0	41.9	32.4	30.0	27.8	37.8	36.1	23.9
NO	2221	401	1238	576	518	445	255	581	378	171	661
	67.0	62.2	64.3	77.8	57.7	67.6	70.2	71.8	61.9	63.6	75.7
DON'T KNOW	10	1	9		5			3	2		3
	.3	.2	.5		.6			.4	.3		.3
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0153

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

Hamburgers with a wide variety of burger toppings and offers alcoholic beverages

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1085	279	54	225	288	182	106	313	223	90	205	35	170	352	284	448
	32.7	33.1	30.5	33.7	33.2	34.1	31.6	31.9	32.3	30.9	33.0	25.7	34.9	35.7	33.5	30.2
NO	2221	562	121	441	576	349	227	666	466	199	416	101	316	631	560	1029
	67.0	66.6	68.4	66.1	66.4	65.5	67.8	67.9	67.5	68.4	66.9	74.3	64.9	64.1	66.1	69.4
DON'T KNOW	10	3	1	2	4	2	2	2	1	1	1		1	2	3	6
	.3	.4	.6	.3	.5	.4	.6	.2	.1	.3	.2		.2	.2	.4	.4
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0154

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SPICY, CAJUN STYLE COOKING ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	457	250	217	375	90	96	162	108	61	33	245	221	66	135	206	57
	14.1	16.1	12.3	13.1	20.3	18.1	21.5	13.1	9.0	6.5	12.5	16.4	12.9	12.7	16.1	13.0
NO	2837	1301	1536	2469	352	431	589	714	614	474	1713	1122	444	923	1066	391
	85.6	83.7	87.2	86.5	79.5	81.2	78.2	86.5	90.7	93.5	87.1	83.2	86.9	87.0	83.4	87.0
DON'T KNOW	11	4	8	10	1	4	2	3	1		7	4	1	3	7	
	.3	.3	.5	.4	.2	.8	.3	.4	.1		.4	.3	.2	.3	.5	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0156

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SPICY, CAJUN STYLE COOKING ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	467	125	274	68	156	91	68	74	98	32	87
	14.1	19.4	14.2	9.2	17.4	13.8	18.7	9.1	16.0	11.9	10.0
NO	2837	520	1644	668	739	566	295	732	509	235	784
	85.6	80.6	85.4	90.3	82.3	86.0	81.3	90.5	83.3	87.4	89.8
DON'T KNOW	11	1	7	4	3	2		2	4	2	1
	.3	.2	.4	.5	.3	.3		.2	.7	.7	.1
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0157

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SPICY, CAJUN STYLE COOKING ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	467	107	17	90	95	59	36	187	123	64	77	9	68	183	110	174
	14.1	12.7	9.6	13.5	10.9	11.1	10.7	19.1	17.8	22.0	12.4	6.6	14.0	18.6	13.0	11.7
NO	2837	733	157	576	773	474	299	792	566	226	540	124	416	798	733	1306
	85.6	86.8	88.7	86.4	89.1	88.9	89.3	80.7	82.0	77.7	86.8	91.2	85.4	81.0	86.5	88.1
DON'T KNOW	11	4	2	1				2	2		5	2	3	4	4	3
	.3	.5	1.1	.1				.2	.3		.8	1.5	.6	.4	.5	.2
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0158

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1986	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	560	286	274	479	78	115	157	166	89	34	303	258	98	171	224	63
	16.9	18.4	15.6	16.8	17.6	21.7	20.8	20.1	13.1	6.7	15.4	19.1	19.2	16.1	17.5	14.4
NO	2750	1267	1484	2370	365	416	597	657	586	471	1659	1089	412	883	1053	375
	82.9	81.5	84.3	83.0	82.4	78.3	79.3	79.6	86.6	92.9	84.4	80.8	80.6	83.7	82.4	85.6
DON'T KNOW	5	2	3	5				2	2	1	4	1	1	2	2	
	.2	.1	.2	.2				.2	.3	.2	.2	.1	.2	.2	.2	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0160

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	560	172	314	75	201	122	57	95	132	48	88
	16.9	26.7	16.3	10.1	22.4	18.5	15.7	11.7	21.6	17.8	10.1
NO	2750	473	1607	665	696	534	306	712	479	218	734
	82.9	73.3	83.5	89.9	77.5	81.2	84.3	88.0	78.4	81.0	89.8
DON'T KNOW	5	1	4		2	2		1		2	1
	.2	.2	.2		.2	.3		.1		.7	.1
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0161

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	560	112	19	93	118	72	46	167	101	65	164	24	139	202	159	199
	16.9	13.3	10.7	13.9	13.6	13.5	13.7	17.0	14.6	22.3	26.4	17.6	28.5	20.5	18.8	13.4
NO	2750	731	158	573	748	461	287	814	589	225	457	111	345	782	686	1282
	82.9	86.6	89.3	85.9	86.2	86.5	85.7	83.0	85.4	77.3	73.5	81.6	70.8	79.4	81.0	86.4
DON'T KNOW	5	1		1	2		2				2		2		2	3
	.2	.1		.1	.2		.6				.3		.4		.2	.2
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0162

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PASTA ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1175	560	616	1040	129	267	293	347	187	79	656	519	165	339	513	150
	35.4	36.0	35.0	36.4	29.1	50.3	38.9	42.1	27.6	15.6	33.4	38.5	32.3	32.0	40.1	34.2
NO	2128	988	1139	1803	313	262	459	473	485	426	1303	823	344	719	760	287
	64.2	63.5	64.7	63.2	70.7	49.3	61.0	57.3	71.6	84.0	66.3	61.1	67.3	67.8	59.5	65.5
DON'T KNOW	12	7	6	11	2	1	1	5	4	1	7	5	1	4	6	1
	.4	.5	.3	.4	.5	.2	.1	.6	.6	.2	.4	.4	.2	.4	.5	.2
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0164

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PASTA ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1175	289	739	148	427	253	106	219	271	108	232
	35.4	44.7	38.4	20.0	47.6	38.4	29.2	27.1	44.4	40.1	26.6
NO	2128	356	1175	591	470	402	256	585	338	159	640
	64.2	55.2	61.0	79.9	52.3	61.1	70.5	72.3	55.3	59.1	73.3
DON'T KNOW	12	1	11		1	3	1	6	2	2	2
	.4	.2	.6		.1	.5	.3	.7	.3	.7	.2
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
G165

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PASTA ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	947	1493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1175	390	76	314	286	195	91	273	196	76	227	34	193	384	374	417
	35.4	46.2	42.9	47.1	32.9	36.6	27.2	27.8	28.4	26.1	36.5	25.0	39.6	39.0	44.2	28.1
NO	2128	452	101	350	580	337	242	704	491	213	393	101	291	598	468	1062
	64.2	53.6	57.1	52.5	66.8	63.2	72.2	71.8	71.2	73.2	63.2	74.3	59.8	60.7	55.3	71.6
DON'T KNOW	12	3		3	3	1	1	4	3	1	3		3	3	5	4
	.4	.4		.4	.3	.2	.3	.4	.4	.3	.5		.6	.3	.6	.3
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0166

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** ORIENTAL FAST FOOD ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	822	398	424	665	152	171	229	227	112	78	414	407	142	234	331	105
	24.8	25.6	24.1	23.3	34.3	32.2	30.4	27.5	16.5	15.4	21.1	30.2	27.8	22.1	25.9	24.7
NO	2485	1157	1328	2180	291	358	520	596	564	428	1545	939	369	826	943	327
	74.9	74.4	75.4	76.4	65.7	67.4	69.1	72.2	83.3	84.4	78.6	69.7	72.2	77.9	73.8	74.7
DON'T KNOW	9		9	9		2	4	2	1		7	2		2	4	3
	.3		.5	.3		.4	.5	.2	.1		.4	.1		.2	.3	.7
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0168

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** ORIENTAL FAST FOOD ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	822	215	509	97	256	162	86	170	197	69	157
	24.8	33.3	26.4	13.1	28.5	24.6	23.7	21.0	32.2	25.7	18.0
NO	2485	431	1407	643	641	491	277	637	409	198	714
	74.9	66.8	73.1	86.9	71.4	74.6	76.3	78.7	66.9	73.6	81.8
DON'T KNOW	9		9		1	4		2	5	2	2
	.3		.5		.1	.6		.2	.8	.7	.2
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0169

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** ORIENTAL FAST FOOD ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	822	258	52	206	158	104	53	194	123	72	212	60	172	297	267	257
	24.8	30.6	29.4	30.9	18.2	19.5	15.8	19.8	17.8	24.7	34.1	29.4	35.3	30.2	31.5	17.3
NO	2485	583	122	461	710	429	282	785	568	217	407	95	312	685	577	1223
	74.9	69.1	68.9	69.1	81.8	80.5	84.2	80.0	82.3	74.6	65.4	69.9	64.1	69.5	68.1	82.5
DON'T KNOW	9	4	4					2		2	3		3	3	3	3
	.3	.5	2.3					.2		.7	.5		.6	.3	.4	.2
TOTAL RESPONDENTS	2069	551	119	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0170

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SUSHI OR SASHIMI ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	216	108	108	171	43	36	55	78	23	24	104	111	56	65	69	24
	6.5	6.9	6.1	6.0	9.7	6.8	7.3	9.5	3.4	4.7	5.3	8.2	11.0	6.1	5.4	5.5
NO	3086	1443	1643	2674	397	495	696	741	648	483	1855	1230	455	993	1200	414
	93.1	92.8	93.3	93.7	89.6	93.2	92.4	89.8	95.7	95.3	94.4	91.2	89.0	93.6	93.9	94.5
DON'T KNOW	13	4	9	9	4		2	6	5		7	6		4	10	
	.4	.3	.5	.3	.9		.3	.7	.7		.4	.4		.4	.8	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0172

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SUSHI OR SASHIMI ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	216	61	117	38	82	29	19	55	55	22	30
	6.5	9.5	6.1	5.1	9.1	4.4	5.2	6.8	9.0	8.2	3.4
NO	3026	583	1799	699	814	627	344	751	552	245	840
	93.1	90.4	93.5	94.5	90.6	95.3	94.8	92.8	90.3	91.1	96.2
DON'T KNOW	13	2	9	2	2	3		3	4	2	3
	.4	.3	.5	.3	.2	.5		.4	.7	.7	.3
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0173

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** SUSHI OR SASHIMI ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	644	177	667	868	533	335	981	690	291	622	136	487	985	347	1493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.	100.0
SNACK																
YES	216	69	15	54	30	20	10	40	32	8	77	15	62	89	78	49
	6.5	8.2	8.5	8.1	3.5	3.8	3.0	4.1	4.6	2.7	12.4	11.0	12.7	9.0	9.2	3.3
NO	3086	773	162	610	836	511	325	938	656	282	540	120	420	891	764	1431
	93.1	91.6	91.5	91.5	96.3	95.9	97.0	95.6	95.1	96.9	86.8	88.2	86.2	90.5	90.2	96.5
DON'T KNOW	13	3		3	2	2		3	2	1	6	1	5	4	6	3
	.4	.4		.4	.2	.4		.3	.3	.3	1.0	.7	1.0	.4	.7	.2
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	91	273	631	545	893

(PERCENTAGES ROUNDED)
0174

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MESQUITE GRILLING ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	162	103	59	141	16	22	50	52	19	15	84	78	43	44	58	18
	4.9	6.6	3.4	4.9	3.6	4.1	6.6	6.3	2.8	3.0	4.3	5.8	8.4	4.1	4.5	4.1
NO	3139	1449	1690	2700	426	509	699	768	655	490	1874	1262	465	1018	1214	415
	94.7	93.2	96.0	94.6	96.2	95.9	92.8	93.1	96.8	96.6	95.3	93.6	91.0	95.9	95.0	94.7
DON'T KNOW	15	3	11	13	2		5	5	3	2	8	7	4		6	5
	.5	.2	.6	.5	.5		.7	.6	.4	.4	.4	.5	.8		.5	1.1
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0176

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MESQUITE GRILLING ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	162	46	89	28	64	27	19	30	20	13	26
	4.9	7.1	4.6	3.8	7.1	4.1	5.2	3.7	3.3	4.8	3.0
NO	3139	600	1825	708	835	629	342	773	585	254	843
	94.7	93.0	94.8	95.7	93.0	95.6	94.2	95.6	95.7	94.4	96.6
DON'T KNOW	15		11	4		3	2	5	6	2	4
	.5		.6	.5		.5	.6	.6	1.0	.7	.5
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0177

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** MESQUITE GRILLING ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	162	36	10	26	14	9	5	56	29	27	57	11	46	64	43	56
	4.9	4.3	5.6	3.9	1.6	1.7	1.5	5.7	4.2	9.3	9.2	8.1	9.4	6.5	5.1	3.8
NO	3139	803	167	635	851	521	330	923	659	264	562	125	437	917	798	1423
	94.7	95.1	94.4	95.2	98.0	97.7	98.5	94.1	95.5	90.7	90.4	91.9	89.7	93.1	94.2	96.0
DON'T KNOW	15	6		6	4	4		2	2		3		3	3	7	4
	.5	.7		.9	.5	.8		.2	.3		.5		.6	.3	.8	.3
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0178

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** BARBECUE ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1142	597	545	955	179	227	266	296	201	144	644	499	180	353	437	167
	34.4	38.4	30.9	33.5	40.4	42.7	35.3	35.9	29.7	28.4	32.8	37.0	35.2	33.3	34.2	38.1
NO	2162	952	1209	1890	262	302	485	526	471	362	1315	844	329	703	839	269
	65.2	61.2	68.7	66.2	59.1	56.9	64.4	63.8	69.6	71.4	66.9	62.6	64.4	66.3	65.6	61.4
DON'T KNOW	12	6	6	9	2	2	2	3	4		7	5	1	6	3	2
	.4	.4	.3	.3	.5	.4	.3	.4	.6		.4	.4	.2	.6	.2	.5
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0180

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** BARBECUE ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1142	210	706	225	324	224	137	273	210	101	233
	34.4	32.6	36.7	30.4	36.1	34.0	37.7	33.7	34.4	37.5	26.7
NO	2162	434	1208	515	572	431	226	534	398	166	638
	65.2	67.3	62.8	69.6	63.7	65.5	62.3	66.0	65.1	61.7	73.1
DON'T KNOW	12	1	11		2	3		1	2	2	2
	.4	.2	.6		.2	.5		.1	.3	.7	.2
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0181

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** BARBECUE ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	822	136	487	985	947	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1142	259	46	213	242	148	94	441	315	126	199	32	167	376	274	492
	34.4	30.7	26.0	31.9	27.9	27.8	28.1	45.0	45.7	43.3	32.0	23.5	34.3	38.2	32.3	33.2
NO	2162	583	129	454	623	384	239	536	373	163	420	104	316	604	670	987
	65.2	69.1	72.9	68.1	71.8	72.0	71.3	54.6	54.1	56.0	67.5	76.5	64.9	61.3	67.3	66.6
DON'T KNOW	12	2	2		3	1	2	4	2	1	3		3	5	3	4
	.4	.2	1.1		.3	.2	.6	.4	.3	.3	.5		.6	.5	.4	.3
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0182

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DIET OR LITE MENU ITEM ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	435
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	848	340	508	738	102	124	201	239	160	116	495	351	143	279	321	97
	25.6	21.9	28.8	25.9	23.0	23.4	26.7	29.0	23.6	22.9	25.2	26.0	28.0	26.3	25.1	22.1
NO	2462	1214	1249	2110	342	407	551	586	514	391	1467	995	368	778	957	341
	74.2	78.1	70.9	73.9	77.2	76.6	73.2	71.0	75.9	77.1	74.6	73.8	72.0	73.3	74.9	77.9
DON'T KNOW	5	2	4	5			1		3		4	1		4	1	
	.2	.1	.2	.2			.1		.4		.2	.1		.4	.1	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0154

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DIET OR LITE MENU ITEM ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	548	199	517	130	268	151	85	198	178	99	230
	25.6	30.9	26.9	17.6	29.8	22.9	23.4	24.5	29.1	36.8	26.3
NO	2462	445	1403	610	628	507	278	611	431	170	641
	74.2	69.0	72.9	82.4	69.9	77.1	76.6	75.5	70.5	63.2	73.4
DON'T KNOW	5	1	4		3				2		1
	.2	.2	.2		.3				.3		.1
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0185

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DIET OR LITE MENU ITEM ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	669	533	335	981	690	291	622	136	487	985	847	1493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	848	212	38	173	232	148	84	244	170	74	160	36	124	259	228	360
	25.6	25.1	21.5	25.9	26.7	27.8	25.1	24.9	24.6	25.4	25.7	26.5	25.5	26.3	26.9	24.3
NO	2462	631	137	494	633	385	249	737	520	216	461	100	362	723	619	1120
	74.2	74.8	77.4	74.1	72.9	72.2	74.3	75.1	75.4	74.2	74.1	73.5	74.3	73.4	73.1	75.5
DON'T KNOW	5	1	1		3		3				1		1	3		3
	.2	.1	.6		.3		.9				.2		.2	.3		.2
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0186

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PIZZA DELIVERY ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1337	641	696	1150	180	331	375	393	167	64	758	579	165	334	613	217
	40.3	41.2	39.5	40.3	40.6	62.3	49.8	47.6	24.7	12.6	38.6	43.0	32.3	31.5	48.0	49.5
NO	1971	913	1056	1697	264	198	377	430	508	443	1202	767	346	724	663	219
	59.4	58.7	60.1	59.5	59.6	37.3	50.1	52.1	75.0	87.4	61.1	56.9	67.7	68.2	51.9	50.0
DON'T KNOW	7	1	6	7		2	1	2	2		5	2		3	2	2
	.2	.1	.3	.2		.4	.1	.2	.3		.3	.1		.3	.2	.5
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0188

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PIZZA DELIVERY ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1337	268	849	218	426	297	140	239	293	100	299
	40.3	41.6	44.1	29.5	47.4	45.1	38.6	29.5	48.0	37.2	34.2
NO	1971	377	1070	521	471	358	223	569	316	167	571
	59.4	58.4	55.6	70.4	52.4	54.4	61.4	70.3	51.7	62.1	65.4
DON'T KNOW	7	1	6		1	3		1	1	2	3
	.2	.2	.3		.1	.5		.1	.2	.7	.3
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0189

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** PIZZA DELIVERY ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1337	364	68	296	399	262	137	355	261	95	219	43	176	428	383	527
	40.3	43.1	38.4	44.4	46.0	49.2	40.9	36.2	37.8	32.6	35.2	31.6	36.1	43.5	45.2	35.5
NO	1971	478	107	371	467	270	197	625	428	196	402	93	309	555	461	954
	59.4	56.6	60.5	55.6	53.8	50.7	58.8	63.7	62.0	67.4	64.6	68.4	63.4	56.3	54.4	64.3
DON'T KNOW	7	2	2		2	1	1	1	1		2		2	2	3	2
	.2	.2	1.1		.2	.2	.3	.1	.1		.3		.4	.2	.4	.1
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0193

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** AMERICAN REGIONAL CUISINE ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2654	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1184	573	611	1051	125	223	315	326	199	115	666	518	188	380	458	147
	35.7	36.8	34.7	36.8	28.2	42.0	41.8	39.5	29.4	22.7	33.9	38.4	36.8	35.8	35.8	33.6
NO	2111	975	1137	1784	316	307	433	493	473	389	1289	821	319	673	813	291
	63.7	62.7	64.6	62.5	71.8	57.8	57.5	59.8	69.9	76.7	65.6	60.9	62.4	63.4	63.6	66.4
DON'T KNOW	20	7	13	20			5	6	5	2	11	9	5	8	7	
	.6	.5	.7	.7			.7	.7	.7	.4	.6	.7	1.0	.8	.5	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0192

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** AMERICAN REGIONAL CUISINE ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	1184	319	707	159	434	252	138	198	248	98	259
	35.7	49.5	36.7	21.5	48.3	38.3	38.0	24.5	40.6	36.4	29.7
NO	2111	321	1205	580	458	403	225	606	358	169	605
	63.7	49.8	62.6	78.4	51.0	61.2	62.0	74.9	58.6	62.8	69.6
DON'T KNOW	20	5	14	1	6	4		5	4	2	7
	.6	.8	.7	.1	.7	.6		.6	.7	.7	.8
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0193

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** AMERICAN REGIONAL CUISINE ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	847	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	1184	344	89	255	294	188	106	308	220	88	238	45	194	415	333	436
	35.7	40.8	50.3	38.2	33.9	35.3	31.6	31.4	31.9	30.2	38.3	33.1	39.8	42.1	39.3	29.4
NO	2111	495	86	409	569	343	226	670	468	202	377	91	286	566	508	1038
	63.7	58.6	48.6	61.3	65.6	64.4	67.5	68.3	67.8	69.4	60.6	66.9	58.7	57.5	60.0	70.0
DON'T KNOW	20	5	3	3	5	2	3	3	2	1	7		7	4	6	9
	.6	.6	1.7	.4	.6	.4	.9	.3	.3	.3	1.1		1.4	.4	.7	.6
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0194

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DISPLAY COOKING IN FRONT OF PATRONS ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3316	1555	1761	2854	443	531	753	825	677	507	1966	1348	511	1061	1278	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	414	218	196	350	64	84	103	99	82	45	225	189	66	114	178	52
	12.5	14.0	11.1	12.3	14.4	15.8	13.7	12.0	12.1	8.9	11.4	14.0	12.9	10.7	13.9	11.9
NO	2882	1331	1552	2495	370	439	648	724	592	460	1732	1148	442	936	1095	385
	86.9	85.6	88.1	87.4	83.5	82.7	86.1	87.8	87.4	90.7	88.1	85.2	86.5	88.2	85.7	87.9
DON'T KNOW	19	7	12	10	10	8	2	2	3	2	9	10	3	11	5	
	.6	.5	.7	.4	2.3	1.5	.3	.2	.4	.4	.5	.7	.6	1.0	.4	
TOTAL RESPONDENTS	2069	1025	1044	1788	271	297	516	587	390	263	1246	821	314	632	813	294

(PERCENTAGES ROUNDED)
0196

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DISPLAY COOKING IN FRONT OF PATRONS ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3316	645	1925	740	898	658	363	809	611	269	873
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK											
YES	414	87	251	76	119	80	51	104	79	39	79
	12.5	13.5	13.0	10.3	13.3	12.2	14.0	12.9	12.9	14.5	9.0
NO	2882	557	1665	656	777	577	312	695	531	228	785
	86.9	86.4	86.5	88.6	86.5	87.7	86.0	85.9	86.9	84.8	89.9
DON'T KNOW	19	1	10	8	3	2		10	1	2	9
	.6	.2	.5	1.1	.3	.3		1.2	.2	.7	1.0
TOTAL RESPONDENTS	2069	543	1237	285	640	432	229	434	393	163	482

(PERCENTAGES ROUNDED)
0197

EATEN MEAL/SNACK IN PLACE THAT SPECIALIZES IN...
BASED ON TOTAL SAMPLE

*** DISPLAY COOKING IN FRONT OF PATRONS ***

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3316	844	177	667	868	533	335	981	690	291	622	136	487	985	347	1483
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SNACK																
YES	414	108	24	83	119	76	43	117	81	36	71	14	57	132	107	174
	12.5	12.8	13.6	12.4	13.7	14.3	12.8	11.9	11.7	12.4	11.4	10.3	11.7	13.4	12.6	11.7
NO	2882	734	150	584	746	457	288	864	609	254	539	119	420	844	735	1303
	86.9	87.0	84.7	87.6	85.9	85.7	86.0	88.1	88.3	87.3	86.7	87.5	86.2	85.7	86.8	87.9
DON'T KNOW	19	3	3		4		4				13	3	10	8	5	6
	.6	.4	1.7		.5		1.2				2.1	2.2	2.1	.8	.6	.4
TOTAL RESPONDENTS	2069	551	118	433	589	371	218	575	410	165	354	81	273	631	545	893

(PERCENTAGES ROUNDED)
0198

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** FRESHLY BAKED COOKIES ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2342	1116	1225	2028	301	296	491	575	549	414	1447	894	375	795	867	290
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1018	498	520	897	119	55	151	245	302	256	641	375	200	398	315	94
	43.5	44.6	42.4	44.2	39.5	18.6	30.8	42.6	55.0	61.8	44.3	41.9	53.3	50.1	36.3	32.4
2	256	161	95	225	28	36	67	74	38	39	167	90	43	80	95	38
	10.9	14.4	7.8	11.1	9.3	12.2	13.6	12.9	6.9	9.4	11.5	10.1	11.5	10.1	11.0	13.1
3	332	161	171	290	38	56	101	87	63	24	208	124	39	100	142	51
	14.2	14.4	14.0	14.3	12.6	18.9	20.6	15.1	11.5	5.8	14.4	13.9	10.4	12.6	16.4	17.6
4	193	96	97	159	31	50	37	51	32	22	116	77	32	49	82	30
	8.2	8.6	7.9	7.8	10.3	16.9	7.5	8.9	5.8	5.3	8.0	8.6	8.5	6.2	9.5	10.3
5 - VERY LIKELY	513	154	329	432	81	98	133	114	99	66	298	215	54	164	219	74
	21.9	15.5	26.9	21.3	26.9	33.1	27.1	19.8	18.0	15.9	20.6	24.0	14.4	20.6	25.3	25.5
SIGMA	2312	1101	1212	2003	297	294	489	571	534	408	1430	861	368	790	852	287
	98.7	98.7	98.9	98.8	98.7	99.3	99.6	99.3	97.3	98.6	98.8	98.5	98.1	99.4	98.3	99.0
MEAN	2.54	2.37	2.69	2.50	2.76	3.34	2.87	2.50	2.23	2.03	2.49	2.62	2.17	2.37	2.76	2.33
DON'T KNOW	29	16	14	25	4	2	2	5	15	7	16	13	7	4	15	3
	1.2	1.4	1.1	1.2	1.3	.7	.4	.9	2.7	1.7	1.1	1.5	1.9	.5	1.7	1.0
TOTAL RESPONDENTS	1457	728	729	1266	184	168	336	412	317	210	914	542	225	472	556	195

(PERCENTAGES ROUNDED)
0200

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** FRESHLY BAKED COOKIES ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2342	425	1351	561	592	467	256	618	406	160	653
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1018	178	541	293	242	192	99	290	154	68	295
	43.5	41.9	40.0	52.2	40.9	41.1	38.7	46.9	37.9	42.5	45.2
2	256	73	150	33	90	55	33	52	34	11	48
	10.9	17.2	11.1	5.9	15.2	11.8	12.9	8.4	8.4	6.9	7.4
3	332	52	223	56	96	63	40	74	71	22	77
	14.2	12.2	16.5	10.0	16.2	13.5	15.6	12.0	17.5	13.8	11.8
4	193	44	114	36	42	41	26	51	46	11	41
	8.2	10.4	8.4	6.4	7.1	8.8	10.2	8.3	11.3	6.9	6.3
5 - VERY LIKELY	513	77	312	124	118	112	58	144	98	49	182
	21.9	18.1	23.1	22.1	19.9	24.0	22.7	23.3	24.1	30.6	27.9
SIGMA	2312	425	1340	543	588	463	255	610	403	160	643
	98.7	100.0	99.2	96.8	99.3	99.1	99.6	98.7	99.3	100.0	98.5
MEAN	2.54	2.46	2.63	2.38	2.50	2.62	2.65	2.52	2.75	2.76	2.64
DON'T KNOW	29		11	18	4	3	1	8	4		10
	1.2		.8	3.2	.7	.6	.4	1.3	1.0		1.5
TOTAL RESPONDENTS	1457	364	874	215	428	307	163	328	264	101	360

(PERCENTAGES ROUNDED)
0201

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** FRESHLY BAKED COOKIES ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2342	579	120	459	621	382	238	714	497	217	429	98	331	684	590	1068
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1018	234	56	178	304	181	123	279	185	94	200	40	160	285	247	485
	43.5	40.4	46.7	38.8	49.0	47.4	51.7	39.1	37.2	43.3	46.6	40.8	48.3	41.7	41.9	45.4
2	256	66	16	49	68	43	25	73	58	15	49	20	29	90	65	101
	10.9	11.4	13.3	10.7	11.0	11.3	10.5	10.2	11.7	6.9	11.4	20.4	8.8	13.2	11.0	9.5
3	332	89	24	65	91	66	25	86	58	28	66	7	60	92	105	135
	14.2	15.4	20.0	14.2	14.7	17.3	10.5	12.0	11.7	12.9	15.4	7.1	18.1	13.5	17.8	12.6
4	193	49	5	44	48	20	28	63	44	18	33	8	26	52	43	98
	8.2	8.5	4.2	9.6	7.7	5.2	11.8	8.8	8.9	8.3	7.7	8.2	7.9	7.6	7.3	9.2
5 - VERY LIKELY	513	135	16	119	104	68	36	194	135	60	80	23	56	161	125	227
	21.9	23.3	13.3	25.9	16.7	17.8	15.1	27.2	27.2	27.6	18.6	23.5	16.9	23.5	21.2	21.3
SIGMA	2312	574	118	455	615	378	237	695	480	215	429	98	331	681	585	1046
	98.7	99.1	98.3	99.1	99.0	99.0	99.6	97.3	96.6	99.1	100.0	100.0	100.0	99.6	99.2	97.9
MEAN	2.54	2.63	2.22	2.73	2.32	2.34	2.28	2.74	2.76	2.69	2.40	2.53	2.36	2.58	2.54	2.50
DON'T KNOW	29	5	1	4	6	4	1	19	17	2				4	4	21
	1.2	.9	.8	.9	1.0	1.0	.4	2.7	3.4	.9				.6	.7	2.0
TOTAL RESPONDENTS	1457	376	81	295	425	266	159	414	293	121	242	59	183	439	378	640

(PERCENTAGES ROUNDED)
0202

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** PREMIUM, HAND DIPPED ICE CREAM ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2244	1060	1184	1956	278	309	508	533	483	393	1338	904	368	752	825	278
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	807	392	415	684	121	66	129	151	236	217	488	318	169	328	209	88
	36.0	37.0	35.1	35.0	43.5	21.4	25.4	28.3	48.9	55.2	36.5	35.2	45.9	43.6	25.3	31.7
2	232	127	105	209	21	31	66	68	34	33	138	93	37	68	100	24
	10.3	12.0	8.9	10.7	7.6	10.0	13.0	12.8	7.0	8.4	10.3	10.3	10.1	9.0	12.1	8.6
3	354	200	154	318	33	64	94	101	63	26	215	139	44	121	123	66
	15.8	18.9	13.0	16.3	11.9	20.7	18.5	18.9	13.0	6.6	16.1	15.4	12.0	16.1	14.9	23.7
4	266	129	157	266	18	42	77	85	44	36	180	106	39	81	139	26
	12.7	12.2	13.3	13.6	6.5	13.6	15.2	15.9	9.1	9.2	13.5	11.7	10.6	10.8	16.8	9.4
5 - VERY LIKELY	539	203	336	455	82	105	140	125	94	73	304	235	73	147	244	71
	24.0	19.2	28.4	23.3	29.5	34.0	27.6	23.5	19.5	18.6	22.7	26.0	19.8	19.5	29.6	25.5
SIGMA	2218	1031	1167	1932	276	308	506	530	471	385	1325	891	362	745	315	275
	98.8	99.2	98.6	98.8	99.3	99.7	99.6	99.4	97.5	98.0	99.0	98.6	98.4	99.1	98.8	98.9
MEAN	2.78	2.64	2.91	2.79	2.70	3.29	3.07	2.93	2.42	2.26	2.75	2.83	2.48	2.53	3.13	2.88
DON'T KNOW	26	9	17	25	2	2	2	3	12	8	13	13	6	7	9	3
	1.2	.8	1.4	1.3	.7	.6	.4	.6	2.5	2.0	1.0	1.4	1.6	.9	1.1	1.1
TOTAL RESPONDENTS	1382	690	692	1209	168	171	343	379	278	199	838	542	222	446	517	185

(PERCENTAGES ROUNDED)
0204

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PREMIUM, HAND DIPPED ICE CREAM ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2244	402	1305	533	564	434	254	581	396	160	623
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	807	111	445	247	176	133	79	252	113	46	254
	36.0	27.6	34.1	46.3	31.2	30.6	31.1	43.4	28.5	28.8	40.8
2	232	49	146	37	66	37	35	50	44	14	47
	10.3	12.2	11.2	6.9	11.7	8.5	13.8	8.6	11.1	8.8	7.5
3	354	96	198	60	116	71	49	59	66	24	64
	15.8	23.9	15.2	11.3	20.6	16.4	19.3	10.2	16.7	15.0	10.3
4	286	60	178	49	82	61	25	61	64	16	75
	12.7	14.9	13.6	9.2	14.5	14.1	9.8	10.5	16.2	10.0	12.0
5 - VERY LIKELY	539	87	324	128	121	133	64	146	101	59	176
	24.0	21.6	24.8	24.0	21.5	30.6	25.2	25.1	25.5	36.9	28.3
SIGMA	2218	402	1291	521	561	434	251	568	386	160	615
	98.8	100.0	98.9	97.7	99.5	100.0	98.8	97.8	98.0	100.0	98.7
MEAN	2.78	2.91	2.84	2.56	2.83	3.06	2.84	2.64	2.99	3.18	2.79
DON'T KNOW	26		14	12	3		2	14	8		9
	1.2		1.1	2.3	.5		.8	2.4	2.0		1.4
TOTAL RESPONDENTS	1382	336	841	202	404	290	160	299	255	95	339

(PERCENTAGES ROUNDED)
0205

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PREMIUM, HAND DIPPED ICE CREAM ***

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2244	575	125	450	606	351	255	665	474	191	398	92	306	639	551	1054
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	807	209	46	163	207	108	99	234	157	77	157	28	129	246	174	387
	36.0	36.3	36.8	36.2	34.2	30.8	38.8	35.2	33.1	40.3	39.4	30.4	42.2	38.5	31.6	36.7
2	232	59	10	49	81	55	26	54	35	20	36	8	28	67	66	98
	10.3	10.3	8.0	10.9	13.4	15.7	10.2	8.1	7.4	10.5	9.0	8.7	9.2	10.5	12.0	9.3
3	354	83	20	63	115	73	42	94	67	28	61	10	51	104	91	159
	15.8	14.4	16.0	14.0	19.0	20.8	16.5	14.1	14.1	14.7	15.3	10.9	16.7	16.3	16.5	15.1
4	286	80	16	64	65	29	35	89	63	26	53	13	40	70	85	131
	12.7	13.9	12.8	14.2	10.7	8.3	13.7	13.4	13.3	13.6	13.3	14.1	13.1	11.0	15.4	12.4
5 - VERY LIKELY	539	138	30	108	136	83	53	174	137	37	90	33	57	152	127	260
	24.0	24.0	24.0	24.0	22.4	23.6	20.8	26.2	28.9	19.4	22.6	35.9	18.6	23.8	23.0	24.7
SIGMA	2218	569	122	447	604	349	255	646	459	188	398	92	306	639	544	1035
	98.8	99.0	97.6	99.3	99.7	99.4	100.0	97.1	96.8	98.4	100.0	100.0	100.0	100.0	98.7	98.2
MEAN	2.78	2.78	2.78	2.79	2.74	2.78	2.68	2.87	2.98	2.60	2.70	3.16	2.57	2.71	2.86	2.79
DON'T KNOW	26	6	3	3	2	2		18	15	3					6	20
	1.2	1.0	2.4	.7	.3	.6		2.7	3.2	1.6					1.1	1.9
TOTAL RESPONDENTS	1392	370	81	289	406	243	163	380	271	109	226	53	173	404	351	627

(PERCENTAGES ROUNDED)
0206

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

GOURMET, READY TO EAT TAKE OUT FOODS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2717	1272	1444	2368	330	397	598	660	592	450	1660	1055	411	882	1043	357
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1306	624	682	1149	154	122	231	302	340	297	860	444	211	463	448	162
	48.1	49.1	47.2	48.5	46.7	30.7	38.6	45.8	57.4	66.0	51.8	42.1	51.3	52.5	43.0	45.4
2	350	172	177	306	41	64	84	98	53	47	219	131	45	104	146	53
	12.9	13.5	12.3	12.9	12.4	16.1	14.0	14.8	9.0	10.4	13.2	12.4	10.9	11.8	14.0	14.8
3	453	244	209	396	53	90	137	108	80	38	261	192	58	122	204	69
	16.7	19.2	14.5	16.7	16.1	22.7	22.9	16.4	13.5	8.4	15.7	18.2	14.1	13.8	19.6	19.3
4	227	91	136	191	31	51	58	64	40	13	123	104	33	67	99	27
	8.4	7.2	9.4	8.1	9.4	12.8	9.7	9.7	6.8	2.9	7.4	9.9	8.0	7.6	9.5	7.6
5 - VERY LIKELY	312	108	205	262	47	64	78	76	61	33	160	152	50	104	121	36
	11.5	8.5	14.2	11.1	14.2	16.1	13.0	11.5	10.3	7.3	9.6	14.4	12.2	11.8	11.6	10.1
SIGMA	2647	1239	1408	2303	326	391	587	648	574	428	1623	1022	397	860	1019	348
	97.4	97.4	97.5	97.3	98.8	98.5	98.2	98.2	97.0	95.1	97.8	96.9	96.6	97.5	97.7	97.5
MEAN	2.20	2.10	2.29	2.18	2.31	2.67	2.43	2.25	2.00	1.69	2.08	2.40	2.16	2.12	2.31	2.20
DON'T KNOW	69	33	36	65	4	6	11	12	18	23	37	32	14	22	25	9
	2.5	2.6	2.5	2.7	1.2	1.5	1.8	1.8	3.0	5.1	2.2	3.0	3.4	2.5	2.4	2.5
TOTAL RESPONDENTS	1685	832	853	1477	198	218	409	478	334	232	1043	640	253	516	664	238

(PERCENTAGES ROUNDED)
0208

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

GOURMET, READY TO EAT TAKE OUT FOODS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2717	503	1554	654	708	536	304	689	471	224	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1306	197	706	398	282	273	145	351	176	80	423
	48.1	39.2	45.4	60.9	39.8	50.9	47.7	50.9	37.4	35.7	57.0
2	350	71	199	79	110	69	38	78	72	34	71
	12.9	14.1	12.8	12.1	15.5	12.9	12.5	11.3	15.3	15.2	9.6
3	453	106	286	61	128	75	51	117	71	39	94
	16.7	21.1	18.4	9.3	18.1	14.0	16.8	17.0	15.1	17.4	12.7
4	227	50	139	37	81	34	26	51	55	24	54
	8.4	9.9	8.9	5.7	11.4	6.3	8.6	7.4	12.3	10.7	7.3
5 - VERY LIKELY	312	68	194	51	93	79	35	66	84	44	77
	11.5	13.5	12.5	7.8	13.1	14.7	11.5	9.6	17.8	19.6	10.4
SIGMA	2647	492	1524	626	694	530	296	662	461	221	720
	97.4	97.8	98.1	95.7	98.0	98.9	97.4	96.1	97.9	98.7	97.0
MEAN	2.20	2.43	2.29	1.82	2.42	2.20	2.21	2.10	2.57	2.62	2.01
DON'T KNOW	69	11	30	28	14	6	8	27	10	4	22
	2.5	2.2	1.9	4.3	2.0	1.1	2.6	3.9	2.1	1.8	3.0
TOTAL RESPONDENTS	1665	425	1004	252	505	357	193	356	306	136	406

(PERCENTAGES ROUNDED)
0209

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

GOURMET, READY TO EAT TAKE OUT FOODS

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2717	672	130	542	734	446	289	802	572	230	508	112	396	786	666	1265
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1306	313	72	241	362	217	145	402	272	130	228	46	182	393	290	633
	48.1	46.6	55.4	44.5	49.3	48.7	50.2	50.1	47.6	56.5	44.9	41.1	46.0	50.0	42.0	50.0
2	350	95	19	76	92	49	43	83	58	24	81	15	65	98	89	163
	12.9	14.1	14.6	14.0	12.5	11.0	14.9	10.3	10.1	10.4	15.9	13.4	16.4	12.5	13.4	12.9
3	453	113	16	97	137	93	44	103	76	27	100	26	74	125	133	195
	16.7	16.8	12.3	17.9	18.7	20.9	15.2	12.8	13.3	11.7	19.7	23.2	18.7	15.9	20.0	15.4
4	227	63	9	54	63	38	26	68	45	23	32	5	28	64	66	97
	8.4	9.4	6.9	10.0	8.6	8.5	9.0	8.5	7.9	10.0	6.3	4.5	7.1	8.1	9.9	7.7
5 - VERY LIKELY	312	74	13	61	73	45	29	111	88	24	53	15	39	95	82	135
	11.5	11.0	10.0	11.3	9.9	10.1	10.0	13.8	15.4	10.4	10.4	13.4	9.8	12.1	12.3	10.7
SIGMA	2647	658	129	529	727	441	286	767	539	229	495	107	388	775	650	1223
	97.4	97.9	99.2	97.6	99.0	98.9	99.0	95.6	94.2	99.6	97.4	95.5	98.0	98.6	97.6	96.7
MEAN	2.20	2.22	2.00	2.28	2.17	2.19	2.13	2.22	2.29	2.06	2.20	2.32	2.16	2.19	2.36	2.13
DON'T KNOW	69	14	2	12	7	4	3	35	33	2	13	5	8	12	16	42
	2.5	2.1	1.5	2.2	1.0	.9	1.0	4.4	5.8	.9	2.6	4.5	2.0	1.5	2.4	3.3
TOTAL RESPONDENTS	1685	434	95	349	501	314	187	467	337	130	283	68	215	499	426	760

(PERCENTAGES ROUNDED)
0210

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2221	1003	1218	1899	312	278	434	529	530	431	1411	807	334	775	815	280
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1077	478	598	915	160	86	141	252	291	290	665	411	194	417	344	107
	48.5	47.7	49.1	48.2	51.3	30.9	32.5	47.6	54.9	67.3	47.1	50.9	58.1	53.8	42.2	38.2
2	230	104	126	202	26	19	49	56	56	46	158	71	24	79	98	29
	10.4	10.4	10.3	10.6	8.3	6.8	11.3	11.0	10.6	11.1	11.2	8.8	7.2	10.2	12.0	10.4
3	355	162	193	306	45	65	96	82	66	43	238	117	40	102	145	67
	16.0	16.2	15.8	16.1	14.4	23.4	22.1	15.5	12.5	10.0	16.9	14.5	12.0	13.2	17.8	23.9
4	197	93	105	165	31	51	55	51	36	4	115	83	20	67	81	29
	8.9	9.3	8.6	8.7	9.9	18.3	12.7	9.6	6.8	.9	8.2	10.3	6.0	8.6	9.9	10.4
5 - VERY LIKELY	325	150	175	277	48	55	87	80	69	34	217	108	45	105	132	44
	14.6	15.0	14.4	14.6	15.4	19.8	20.0	15.1	13.0	7.9	15.4	13.4	13.5	13.5	16.2	15.7
SIGMA	2184	987	1197	1865	310	276	428	523	518	420	1393	789	322	770	799	276
	98.3	98.4	98.3	98.2	99.4	99.3	98.6	98.9	97.7	97.4	98.7	97.8	96.4	99.4	98.0	98.6
MEAN	2.30	2.32	2.28	2.30	2.29	2.89	2.76	2.33	2.11	1.67	2.33	2.25	2.06	2.17	2.45	2.55
DON'T KNOW	37	16	20	34	3	2	6	6	12	11	18	18	11	5	16	4
	1.7	1.6	1.6	1.8	1.0	.7	1.4	1.1	2.3	2.6	1.3	2.2	3.3	.6	2.0	1.4
TOTAL RESPONDENTS	1358	638	720	1165	187	147	297	379	303	219	876	480	201	447	513	187

(PERCENTAGES ROUNDED)
0212

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2221	401	1238	576	518	445	255	581	378	171	661
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1077	175	539	359	212	190	101	338	150	68	376
	48.5	43.6	43.5	62.3	40.9	42.7	39.6	58.2	39.7	39.8	56.9
2	230	42	139	49	54	49	35	50	39	20	64
	10.4	10.5	11.2	8.5	10.4	11.0	13.7	8.6	10.3	11.7	9.7
3	355	75	212	68	97	80	50	70	61	33	99
	16.0	18.7	17.1	11.8	18.7	18.0	19.6	12.0	16.1	19.3	15.0
4	197	43	137	17	70	36	18	43	60	12	32
	8.9	10.7	11.1	3.0	13.5	8.1	7.1	7.4	15.9	7.0	4.8
5 - VERY LIKELY	325	62	190	72	76	84	46	67	59	37	79
	14.6	15.5	15.3	12.5	14.7	18.9	18.0	11.5	15.6	21.6	12.0
SIGMA	2184	397	1217	565	510	438	251	568	369	170	651
	98.3	99.0	98.3	98.1	98.5	98.4	98.4	97.8	97.6	99.4	98.5
MEAN	2.30	2.44	2.42	1.93	2.50	2.49	2.49	2.03	2.56	2.58	2.04
DON'T KNOW	37	5	21	12	8	6		12	9	2	10
	1.7	1.2	1.7	2.1	1.5	1.3	1.6	2.1	2.4	1.2	1.5
TOTAL RESPONDENTS	1358	339	799	216	377	286	160	301	244	106	364

(PERCENTAGES ROUNDED)
0213

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2221	562	121	441	576	349	227	666	466	199	416	101	316	631	560	1029
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1077	276	61	215	266	165	100	323	226	97	213	51	161	320	238	518
	48.5	49.1	50.4	48.8	46.2	47.3	44.1	48.5	48.5	48.7	51.2	50.5	50.9	50.7	42.5	50.3
2	230	56	13	43	70	39	31	69	49	20	34	14	20	75	59	96
	10.4	10.0	10.7	9.8	12.2	11.2	13.7	10.4	10.5	10.1	8.2	13.9	6.3	11.9	10.5	9.3
3	355	95	19	77	97	61	36	82	63	19	81	17	63	91	102	162
	16.0	16.9	15.7	17.5	16.8	17.5	15.9	12.3	13.5	9.5	19.5	16.8	19.9	14.4	18.2	15.7
4	197	52	10	42	54	34	20	58	34	24	32	12	21	56	65	76
	8.9	9.3	8.3	9.5	9.4	9.7	8.8	8.7	7.3	12.1	7.7	11.9	6.6	8.9	11.6	7.4
5 - VERY LIKELY	325	75	16	59	83	47	36	113	77	36	54	6	48	86	87	151
	14.6	13.3	13.2	13.4	14.4	13.5	15.9	17.0	16.5	18.1	13.0	5.9	15.2	13.6	15.5	14.7
SIGMA	2184	555	120	436	570	346	223	645	449	196	413	101	312	628	552	1004
	98.3	98.8	99.2	98.9	99.0	99.1	98.2	96.8	96.4	98.5	99.3	100.0	98.7	99.5	98.6	97.6
MEAN	2.30	2.27	2.22	2.29	2.33	2.30	2.37	2.33	2.30	2.40	2.23	2.08	2.28	2.23	2.46	2.25
DON'T KNOW	37	7	2	5	6	3	3	20	17	3	3		3	3	8	26
	1.7	1.2	1.7	1.1	1.0	.9	1.3	3.0	3.6	1.5	.7		.9	.5	1.4	2.5
TOTAL RESPONDENTS	1358	358	79	279	385	243	142	381	272	109	234	59	175	392	354	612

(PERCENTAGES ROUNDED)
C214

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SPICY, CAJUN STYLE COOKING ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2837	1301	1536	2469	352	431	589	714	614	474	1713	1122	444	923	1066	381
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1695	697	1001	1488	205	189	287	400	421	388	1053	643	297	603	539	240
	59.9	53.6	65.2	60.3	58.2	43.9	48.7	56.0	68.6	81.9	61.5	57.3	66.9	65.3	50.6	63.0
2	280	126	154	249	28	56	77	76	45	26	170	110	31	67	132	49
	9.9	9.7	10.0	10.1	8.0	13.0	13.1	10.6	7.3	5.5	9.9	9.8	7.0	7.3	12.4	12.9
3	292	152	140	262	29	61	84	85	41	19	172	120	41	71	144	35
	10.3	11.7	9.1	10.6	8.2	14.2	14.3	11.9	6.7	4.0	10.0	10.7	9.2	7.7	13.5	9.2
4	163	111	52	126	31	47	40	41	27	8	97	66	19	57	74	12
	5.7	8.5	3.4	5.1	8.8	10.9	6.8	5.7	4.4	1.7	5.7	5.9	4.3	6.2	6.9	3.1
5 - VERY LIKELY	278	155	123	242	34	49	71	86	54	17	151	127	36	89	118	34
	9.8	11.9	8.0	9.8	9.7	11.4	12.1	12.0	8.8	3.6	8.8	11.3	8.1	9.6	11.1	8.9
SIGMA	2710	1240	1470	2366	327	401	559	689	588	458	1643	1065	424	887	1008	370
	95.5	95.3	95.7	95.8	92.9	93.0	94.9	96.5	95.8	96.6	95.9	94.9	95.5	96.1	94.6	97.1
MEAN	1.91	2.11	1.74	1.89	1.97	2.28	2.16	2.04	1.72	1.34	1.86	1.99	1.74	1.83	2.11	1.78
DON'T KNOW	128	61	66	103	25	30	30	26	26	16	70	58	20	36	58	11
	4.5	4.7	4.3	4.2	7.1	7.0	5.1	3.6	4.2	3.4	4.1	5.2	4.5	3.9	5.4	2.9
TOTAL RESPONDENTS	1760	853	907	1540	211	240	408	503	352	246	1080	678	270	544	677	255

(PERCENTAGES ROUNDED)
0216

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SPICY, CAJUN STYLE COOKING ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2337	520	1644	668	739	566	295	732	509	235	784
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1698	258	966	470	390	327	177	478	268	147	579
	59.9	49.6	58.8	70.4	52.8	57.8	60.0	65.3	52.7	62.6	73.9
2	280	71	161	47	89	58	32	53	59	28	67
	9.9	13.7	9.8	7.0	12.0	10.2	10.8	7.2	11.6	11.9	8.5
3	292	65	183	44	82	62	33	70	68	19	51
	10.3	12.5	11.1	6.6	11.1	11.0	11.2	9.6	13.4	8.1	6.5
4	163	43	105	15	67	27	12	37	25	9	18
	5.7	8.3	6.4	2.2	9.1	4.8	4.1	5.1	4.9	3.8	2.3
5 - VERY LIKELY	278	60	157	60	84	64	31	58	62	25	35
	9.8	11.5	9.5	9.0	11.4	11.3	10.5	7.9	12.2	10.6	4.5
SIGMA	2710	497	1572	636	713	538	285	695	481	229	751
	95.5	95.6	95.6	95.2	96.5	95.1	96.6	94.9	94.5	97.4	95.8
MEAN	1.91	2.15	1.94	1.66	2.11	1.97	1.90	1.77	2.07	1.86	1.49
DON'T KNOW	128	23	72	32	26	27	10	37	28	6	33
	4.5	4.4	4.4	4.8	3.5	4.8	3.4	5.1	5.5	2.6	4.2
TOTAL RESPONDENTS	1760	440	1002	254	523	371	188	392	328	141	432

(PERCENTAGES ROUNDED)
0217

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SPICY, CAJUN STYLE COOKING ***

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2837	733	157	576	773	474	299	792	566	226	540	124	416	798	733	1306
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1698	449	105	344	482	291	191	442	306	136	325	71	253	477	437	784
	59.9	61.3	66.9	59.7	62.4	61.4	63.9	55.8	54.1	60.2	60.2	57.3	60.8	59.8	59.6	60.0
2	280	73	11	61	83	57	26	79	63	17	45	5	40	80	76	123
	9.9	10.0	7.0	10.6	10.7	12.0	8.7	10.0	11.1	7.5	8.3	4.0	9.6	10.0	10.4	9.4
3	292	88	11	76	74	48	26	75	56	19	55	12	43	74	68	150
	10.3	12.0	7.0	13.2	9.6	10.1	8.7	9.5	9.9	8.4	10.2	9.7	10.3	9.3	9.3	11.5
4	163	26	7	19	50	24	26	49	32	17	37	9	28	49	44	70
	5.7	3.5	4.5	3.3	6.5	5.1	8.7	6.2	5.7	7.5	6.9	7.3	6.7	6.1	6.0	5.4
5 - VERY LIKELY	278	52	16	36	61	39	22	109	78	31	57	20	37	90	61	126
	9.8	7.1	10.2	6.3	7.9	8.2	7.4	13.8	13.8	13.7	10.6	16.1	8.9	11.3	8.3	9.6
SIGMA	2710	687	150	537	751	459	292	754	535	219	518	117	401	770	687	1254
	95.5	93.7	95.5	93.2	97.2	96.8	97.7	95.2	94.5	96.9	95.9	94.4	96.4	96.5	93.7	96.0
MEAN	1.91	1.78	1.79	1.77	1.83	1.83	1.84	2.08	2.09	2.04	1.95	2.16	1.89	1.95	1.86	1.91
DON'T KNOW	128	46	7	38	22	15	7	38	31	8	21	7	15	29	47	52
	4.5	6.3	4.5	6.6	2.8	3.2	2.3	4.8	5.5	3.5	3.9	5.6	3.6	3.6	6.4	4.0
TOTAL RESPONDENTS	1760	470	103	367	524	328	196	461	334	127	305	74	231	507	471	782

(PERCENTAGES ROUNDED)
0218

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2750	1267	1484	2370	365	416	597	657	586	471	1659	1089	412	888	1053	375
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1490	659	831	1283	199	162	270	339	363	339	969	520	234	555	495	195
	54.2	52.0	56.0	54.1	54.5	38.9	45.2	51.6	61.9	72.0	58.4	47.8	56.8	62.5	47.0	52.0
2	324	161	163	279	43	76	70	75	57	45	171	152	51	90	118	61
	11.8	12.7	11.0	11.8	11.8	18.3	11.7	11.4	9.7	9.6	10.3	14.0	12.4	10.1	11.2	16.3
3	404	173	231	348	52	82	126	98	68	29	234	170	50	99	194	59
	14.7	13.7	15.6	14.7	14.2	19.7	21.1	14.9	11.6	6.2	14.1	15.6	12.1	11.1	18.4	15.7
4	201	110	91	164	37	55	51	44	30	22	101	100	27	56	91	24
	7.3	8.7	6.1	6.9	10.1	13.2	8.5	6.7	5.1	4.7	6.1	9.2	6.6	6.3	8.6	6.4
5 - VERY LIKELY	284	138	146	253	29	39	71	90	51	27	154	130	40	76	133	31
	10.3	10.9	9.8	10.7	7.9	9.4	11.9	13.7	8.7	5.7	9.3	11.9	9.7	8.6	12.6	8.3
SIGMA	2703	1240	1463	2327	360	414	587	646	569	463	1629	1072	402	877	1032	371
	98.3	97.9	98.6	98.2	98.6	99.5	98.3	98.3	97.1	98.3	98.2	98.4	97.6	98.8	98.0	98.9
MEAN	2.06	2.12	2.01	2.07	2.04	2.36	2.29	2.18	1.86	1.60	1.96	2.22	1.98	1.87	2.27	2.02
DON'T KNOW	48	27	21	43	5	2	9	11	18	9	31	17	10	12	21	5
	1.7	2.1	1.4	1.8	1.4	.5	1.5	1.7	3.1	1.9	1.9	1.6	2.4	1.4	2.0	1.3
TOTAL RESPONDENTS	1705	327	878	1477	220	229	406	477	334	243	1050	653	248	523	667	254

(PERCENTAGES ROUNDED)
0220

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2750	473	1607	665	696	534	306	712	479	218	784
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1490	214	869	404	342	310	165	406	232	110	437
	54.2	45.2	54.1	60.8	49.1	58.1	53.9	57.0	48.4	50.5	62.1
2	324	78	178	66	93	50	37	62	56	19	88
	11.8	16.5	11.1	9.9	13.4	9.4	12.1	8.7	11.7	8.7	11.2
3	404	86	252	67	127	79	42	94	99	41	92
	14.7	18.2	15.7	10.1	18.2	14.8	13.7	13.2	20.7	18.8	11.7
4	201	44	107	50	54	34	20	59	47	8	36
	7.3	9.3	6.7	7.5	7.8	6.4	6.5	8.3	9.8	3.7	4.6
5 - VERY LIKELY	284	42	175	66	68	59	36	81	39	39	68
	10.3	8.9	10.9	9.9	9.8	11.0	11.8	11.4	8.1	17.9	8.7
SIGMA	2703	465	1581	653	683	531	300	702	472	217	772
	98.3	98.3	98.4	98.2	98.1	99.4	98.0	98.6	98.5	99.5	98.5
MEAN	2.06	2.19	2.08	1.94	2.14	2.03	2.08	2.07	2.16	2.29	1.85
DON'T KNOW	48	8	26	12	13	3	5	10	7	2	13
	1.7	1.7	1.6	1.8	1.9	.6	1.6	1.4	1.5	.9	1.7
TOTAL RESPONDENTS	1705	399	1047	255	494	354	193	384	314	130	432

(PERCENTAGES ROUNDED)
0221

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** MARINATED, BROILED OR MEXICAN STYLE CHICKEN ***

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2750	731	158	573	748	461	287	814	589	225	457	111	345	782	686	1282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1490	409	96	312	407	250	157	443	316	126	232	57	174	436	334	719
	54.2	56.0	60.8	54.5	54.4	54.2	54.7	54.4	53.7	56.0	50.8	51.4	50.4	55.8	48.7	56.1
2	324	86	10	76	105	67	38	86	66	20	46	14	32	96	93	134
	11.8	11.8	6.3	13.3	14.0	14.5	13.2	10.6	11.2	8.9	10.1	12.6	9.3	12.3	13.6	10.5
3	404	103	22	81	111	67	43	106	77	29	85	18	67	121	103	181
	14.7	14.1	13.9	14.1	14.8	14.5	15.0	13.0	13.1	12.9	18.6	16.2	19.4	15.5	15.0	14.1
4	201	49	11	38	54	31	24	57	39	17	41	9	33	51	65	84
	7.3	6.7	7.0	6.6	7.2	6.7	8.4	7.0	6.6	7.6	9.0	8.1	9.6	6.5	9.5	6.6
5 - VERY LIKELY	284	74	16	58	60	39	21	97	69	28	53	14	39	69	79	136
	10.3	10.1	10.1	10.1	8.0	8.5	7.3	11.9	11.7	12.4	11.6	12.6	11.3	8.8	11.5	10.6
SIGMA	2703	720	155	566	737	454	283	788	568	221	457	111	345	774	674	1254
	98.3	98.5	98.1	98.8	98.5	98.5	98.6	96.8	96.4	98.2	100.0	100.0	100.0	99.0	98.3	97.8
MEAN	2.06	2.02	1.96	2.03	1.99	1.99	1.99	2.08	2.08	2.10	2.21	2.16	2.22	1.99	2.20	2.03
DON'T KNOW	48	11	3	8	11	6	4	26	21	5				8	12	28
	1.7	1.5	1.9	1.4	1.5	1.3	1.4	3.2	3.6	2.2				1.0	1.7	2.2
TOTAL RESPONDENTS	1705	469	103	366	504	321	183	475	347	128	257	66	191	500	437	768

(PERCENTAGES ROUNDED)
0222

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PASTA ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2128	988	1139	1803	313	262	459	473	485	426	1303	823	344	719	760	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	970	438	531	812	157	69	149	197	250	290	597	372	186	349	320	105
	45.6	44.3	46.6	45.0	50.2	26.3	32.5	41.6	51.5	68.1	45.8	45.2	54.1	48.5	42.1	36.6
2	213	122	91	172	37	26	57	55	42	30	124	89	32	72	69	39
	10.0	12.3	8.0	9.5	11.8	9.9	12.4	11.6	8.7	7.0	9.5	10.8	9.3	10.0	9.1	13.6
3	311	149	162	284	24	47	93	73	59	38	213	98	27	103	131	48
	14.6	15.1	14.2	15.8	7.7	17.9	20.3	15.4	12.2	8.9	16.3	11.9	7.8	14.3	17.2	16.7
4	251	120	131	215	32	59	81	39	48	24	148	102	39	69	99	41
	11.8	12.1	11.5	11.9	10.2	22.5	17.6	8.2	9.9	5.6	11.4	12.4	11.3	9.6	13.0	14.3
5 - VERY LIKELY	347	138	209	291	54	58	72	102	72	38	199	147	51	117	128	49
	16.3	14.0	18.3	16.1	17.3	22.1	15.7	21.6	14.8	8.9	15.3	17.9	14.8	16.3	16.8	17.1
SIGMA	2090	966	1124	1774	304	259	453	466	471	420	1280	809	334	710	747	231
	98.2	97.8	98.7	98.4	97.1	98.9	98.7	98.5	97.1	98.6	98.2	98.3	97.1	98.7	98.3	97.9
MEAN	2.42	2.38	2.46	2.44	2.31	3.04	2.71*	2.56	2.26	1.79	2.40	2.46	2.21	2.34	2.53	2.60
DON'T KNOW	37	22	15	29	8	3	6	8	14	6	23	15	10	9	12	6
	1.7	2.2	1.3	1.6	2.6	1.1	1.3	1.7	2.9	1.4	1.8	1.8	2.9	1.3	1.6	2.1
TOTAL RESPONDENTS	1280	622	658	1085	188	144	302	328	275	216	794	484	204	407	470	189

(PERCENTAGES ROUNDED)
0224

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PASTA ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2128	356	1175	591	470	402	256	585	338	159	640
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	970	130	468	367	161	173	116	296	130	70	330
	45.6	36.5	39.8	62.1	34.3	43.0	45.3	50.6	38.5	44.0	51.6
2	213	46	138	29	70	32	30	46	34	8	48
	10.0	12.9	11.7	4.9	14.9	8.0	11.7	7.9	10.1	5.0	7.5
3	311	72	196	43	83	74	39	58	49	29	83
	14.6	20.2	16.7	7.3	17.7	18.4	15.2	9.9	14.5	18.2	13.0
4	251	57	142	52	63	42	31	74	47	25	58
	11.8	16.0	12.1	8.8	13.4	10.4	12.1	12.6	13.9	15.7	9.1
5 - VERY LIKELY	347	46	213	86	85	78	37	96	71	26	110
	16.3	12.9	18.1	14.6	18.1	19.4	14.5	16.4	21.0	16.4	17.2
SIGMA	2090	351	1156	577	461	399	254	571	332	159	631
	98.2	98.6	98.4	97.6	98.1	99.3	99.2	97.6	98.2	100.0	98.6
MEAN	2.42	2.55	2.56	2.07	2.65	2.55	2.38	2.35	2.68	2.56	2.32
DON'T KNOW	37	5	19	14	9	3	2	14	6		9
	1.7	1.4	1.6	2.4	1.9	.7	.8	2.4	1.8		1.4
TOTAL RESPONDENTS	1280	297	755	224	326	261	160	303	212	97	346

(PERCENTAGES ROUNDED)
0225

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PASTA ***

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2128	452	101	350	580	337	242	704	491	213	393	101	291	598	468	1062
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	970	170	39	131	268	161	107	340	228	112	191	53	138	290	172	507
	45.6	37.6	38.6	37.4	46.2	47.8	44.2	48.3	46.4	52.6	48.6	52.5	47.4	48.5	36.8	47.7
2	213	48	9	39	50	32	18	68	49	19	46	10	36	58	53	102
	10.0	10.6	8.9	11.1	8.6	9.5	7.4	9.7	10.0	8.9	11.7	9.9	12.4	9.7	11.3	9.6
3	311	73	24	49	94	49	45	87	69	17	57	12	45	78	73	159
	14.6	16.2	23.8	14.0	16.2	14.5	18.6	12.4	14.1	8.0	14.5	11.9	15.5	13.0	15.6	15.0
4	251	71	12	59	76	42	34	79	46	32	26	4	22	74	60	116
	11.8	15.7	11.9	16.9	13.1	12.5	14.0	11.2	9.4	15.0	6.6	4.0	7.6	12.4	12.8	10.9
5 - VERY LIKELY	347	79	14	65	85	50	35	112	84	29	71	23	48	93	102	152
	16.3	17.5	13.9	18.6	14.7	14.8	14.5	15.9	17.1	13.6	18.1	22.8	16.5	15.6	21.8	14.3
SIGMA	2090	440	98	342	574	334	240	686	476	210	390	101	289	593	461	1036
	98.2	97.3	97.0	97.7	99.0	99.1	99.2	97.4	96.9	98.6	99.2	100.0	99.3	99.2	98.5	97.6
MEAN	2.42	2.63	2.52	2.67	2.40	2.36	2.46	2.35	2.39	2.26	2.34	2.36	2.33	2.36	2.71	2.33
DON'T KNOW	37	11	3	8	6	3	3	18	15	3	2		2	4	7	27
	1.7	2.4	3.0	2.3	1.0	.9	1.2	2.6	3.1	1.4	.5		.7	.7	1.5	2.5
TOTAL RESPONDENTS	1280	284	64	220	380	228	152	398	280	118	218	58	160	370	292	618

(PERCENTAGES ROUNDED)
0226

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** ORIENTAL FAST FOOD ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2485	1157	1328	2180	291	358	520	596	564	428	1545	939	369	826	943	327
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1346	616	730	1193	147	135	257	292	350	296	864	481	217	471	479	167
	54.2	53.2	55.0	54.7	50.5	37.7	49.4	49.0	62.1	69.2	55.9	51.2	58.8	57.0	50.8	51.1
2	255	143	112	218	35	56	53	61	56	28	154	101	31	94	97	32
	10.3	12.4	8.4	10.0	12.0	15.6	10.2	10.2	9.9	6.5	10.0	10.8	8.4	11.4	10.3	9.8
3	330	160	170	290	40	67	72	105	53	33	200	130	35	104	148	38
	13.3	13.8	12.8	13.3	13.7	18.7	13.8	17.6	9.4	7.7	12.9	13.8	9.5	12.6	15.7	11.6
4	236	90	146	203	29	52	70	63	32	19	145	91	27	62	103	45
	9.5	7.8	11.0	9.3	10.0	14.5	13.5	10.6	5.7	4.4	9.4	9.7	7.3	7.5	10.9	13.8
5 - VERY LIKELY	274	126	148	233	39	45	64	70	55	37	153	121	49	78	103	40
	11.0	10.9	11.1	10.7	13.4	12.6	12.3	11.7	9.8	8.6	9.9	12.9	13.3	9.4	10.9	12.2
SIGMA	2441	1135	1306	2137	290	356	516	591	546	413	1516	924	358	809	930	323
	98.2	98.1	98.3	98.0	99.7	99.4	99.2	99.2	96.8	96.5	98.1	98.4	97.0	97.9	98.6	98.8
MEAN	2.11	2.09	2.14	2.09	2.24	2.48	2.29	2.25	1.86	1.73	2.06	2.21	2.05	1.99	2.20	2.26
DON'T KNOW	44	22	22	43	1	2	4	5	18	15	29	15	10	17	12	4
	1.8	1.9	1.7	2.0	.3	.6	.8	.8	3.2	3.5	1.9	1.6	2.7	2.1	1.3	1.2
TOTAL RESPONDENTS	1512	750	762	1330	175	197	346	418	318	220	957	554	220	477	584	219

(PERCENTAGES ROUNDED)
0229

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** ORIENTAL FAST FOOD ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2485	431	1407	643	641	491	277	637	409	198	714
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1346	190	703	448	278	253	162	388	199	94	433
	54.2	44.1	50.0	69.7	43.4	51.5	58.5	60.9	48.7	47.5	60.6
2	255	48	152	55	76	55	33	40	40	21	51
	10.3	11.1	10.8	8.6	11.9	11.2	11.9	6.3	9.8	10.6	7.1
3	330	68	222	39	120	78	27	76	59	36	73
	13.3	15.8	15.8	6.1	18.7	15.9	9.7	11.9	14.4	18.2	10.2
4	236	72	138	26	79	53	20	47	57	23	64
	9.5	16.7	9.8	4.0	12.3	10.8	7.2	7.4	13.9	11.6	9.0
5 - VERY LIKELY	274	48	167	58	78	50	32	74	47	19	82
	11.0	11.1	11.9	9.0	12.2	10.2	11.6	11.6	11.5	9.6	11.5
SIGMA	2441	427	1382	627	631	490	274	626	403	193	703
	98.2	99.1	98.2	97.5	98.4	99.8	98.9	98.3	98.5	97.5	98.5
MEAN	2.11	2.39	2.21	1.71	2.37	2.17	2.01	2.01	2.29	2.24	2.02
DON'T KNOW	44	3	25	16	10	2	3	11	6	5	11
	1.8	.7	1.8	2.5	1.6	.4	1.1	1.7	1.5	2.5	1.5
TOTAL RESPONDENTS	1512	362	900	247	452	311	174	335	260	118	379

(PERCENTAGES ROUNDED)
0229

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** ORIENTAL FAST FOOD ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2485	583	122	461	710	420	282	785	568	217	407	95	312	685	577	1223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1346	274	62	212	394	230	163	476	337	139	202	49	153	360	275	711
	54.2	47.0	50.8	46.0	55.5	53.6	57.8	60.6	59.3	64.1	49.6	51.6	49.0	52.6	47.7	58.1
2	255	79	7	72	63	43	20	69	56	14	44	3	40	89	62	104
	10.3	13.6	5.7	15.6	8.9	10.0	7.1	8.8	9.9	6.5	10.8	3.2	12.8	13.0	10.7	8.5
3	330	88	25	64	98	51	47	85	60	25	58	18	40	99	84	147
	13.3	15.1	20.5	13.9	13.8	11.9	16.7	10.8	10.6	11.5	14.3	18.9	12.8	14.5	14.6	12.0
4	236	67	15	53	66	38	27	58	47	12	45	7	38	63	82	91
	9.5	11.5	12.3	11.5	9.3	8.9	9.6	7.4	8.3	5.5	11.1	7.4	12.2	9.2	14.2	7.4
5 - VERY LIKELY	274	63	9	54	81	61	20	78	51	26	53	17	35	66	66	142
	11.0	10.8	7.4	11.7	11.4	14.2	7.1	9.9	9.0	12.0	13.0	17.9	11.2	9.6	11.4	11.6
SIGMA	2441	572	117	455	702	424	277	766	551	216	401	95	306	677	569	1195
	98.2	98.1	95.9	98.7	98.9	98.8	98.2	97.6	97.0	99.5	98.5	100.0	98.1	98.8	98.6	97.7
MEAN	2.11	2.24	2.16	2.26	2.11	2.19	1.99	1.95	1.95	1.95	2.26	2.37	2.22	2.09	2.30	2.04
DON'T KNOW	44	11	5	6	9	4	5	19	17	2	6		6	7	9	28
	1.8	1.9	4.1	1.3	1.3	.9	1.8	2.4	3.0	.9	1.5		1.9	1.0	1.6	2.3
TOTAL RESPONDENTS	1512	367	77	290	471	293	178	448	327	121	226	55	171	425	361	726

(PERCENTAGES ROUNDED)
0230

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SUSHI OR SASHIMI ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3086	1443	1643	2674	397	495	696	741	648	483	1855	1230	455	993	1200	414
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	2228	998	1230	1955	267	308	480	521	493	406	1394	833	326	764	829	291
	72.2	69.2	74.9	73.1	67.3	62.2	69.0	70.3	76.1	84.1	75.1	67.7	71.6	76.9	69.1	70.3
2	245	133	112	195	47	70	65	63	32	15	131	114	26	74	112	30
	7.9	9.2	6.8	7.3	11.8	14.1	9.3	8.5	4.9	3.1	7.1	9.3	5.7	7.5	9.3	7.2
3	194	102	92	169	23	46	55	55	25	11	104	91	31	41	83	34
	6.3	7.1	5.6	6.3	5.8	9.3	7.9	7.4	3.9	2.3	5.6	7.4	6.8	4.1	6.9	8.2
4	90	51	39	80	9	20	19	24	15	11	45	44	13	25	42	9
	2.9	3.5	2.4	3.0	2.3	4.0	2.7	3.2	2.3	2.3	2.4	3.6	2.9	2.5	3.5	2.2
5 - VERY LIKELY	143	58	85	118	23	25	41	32	32	13	66	77	24	43	58	17
	4.6	4.0	5.2	4.4	5.8	5.1	5.9	4.3	4.9	2.7	3.6	6.3	5.3	4.3	4.8	4.1
SIGMA	2901	1342	1559	2517	369	469	660	697	597	455	1740	1159	421	947	1125	383
	94.0	93.0	94.9	94.1	92.9	94.7	94.8	94.1	92.1	94.2	93.8	94.2	92.5	95.4	93.8	92.5
MEAN	1.51	1.54	1.48	1.49	1.57	1.69	1.60	1.54	1.43	1.27	1.42	1.64	1.53	1.43	1.57	1.51
DON'T KNOW	186	101	85	158	28	26	36	44	51	28	115	71	34	46	75	31
	6.0	7.0	5.2	5.9	7.1	5.3	5.2	5.9	7.9	5.8	6.2	5.8	7.5	4.6	6.3	7.5
TOTAL RESPONDENTS	1920	945	975	1672	239	273	472	537	371	251	1176	743	280	584	765	277

(PERCENTAGES ROUNDED)
0232

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SUSHI OR SASHIMI ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3086	583	1799	699	814	627	344	751	552	245	840
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	2228	375	1272	576	559	484	249	539	385	171	672
	72.2	64.3	70.7	82.4	68.7	77.2	72.4	71.8	69.7	69.8	80.0
2	245	49	174	22	85	23	30	61	52	18	42
	7.9	8.4	9.7	3.1	10.4	3.7	8.7	8.1	9.4	7.3	5.0
3	194	58	124	13	67	40	15	48	42	16	32
	6.3	9.9	6.9	1.9	8.2	6.4	4.4	6.4	7.6	6.5	3.8
4	90	38	40	11	34	19	7	19	13	8	18
	2.9	6.5	2.2	1.6	4.2	3.0	2.0	2.5	2.4	3.3	2.1
5 - VERY LIKELY	143	35	82	26	36	35	17	34	29	19	36
	4.6	6.0	4.6	3.7	4.4	5.6	4.9	4.5	5.3	7.8	4.3
SIGMA	2901	556	1692	649	782	603	318	701	521	232	800
	94.0	95.4	94.1	92.8	96.1	96.2	92.4	93.3	94.4	94.7	95.2
MEAN	1.51	1.70	1.51	1.29	1.60	1.50	1.46	1.50	1.56	1.65	1.38
DON'T KNOW	186	27	107	51	32	24	26	50	31	13	40
	6.0	4.6	5.9	7.3	3.9	3.8	7.6	6.7	5.6	5.3	4.8
TOTAL RESPONDENTS	1920	489	1160	267	584	409	216	401	360	148	462

(PERCENTAGES ROUNDED)
0233

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** SUSHI OR SASHIMI ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3086	773	162	610	836	511	325	938	656	282	540	120	420	891	764	1431
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	2228	549	120	430	619	375	244	678	466	211	382	86	296	600	555	1073
	72.2	71.0	74.1	70.5	74.0	73.4	75.1	72.3	71.0	74.8	70.7	71.7	70.5	67.3	72.6	75.0
2	245	67	10	57	54	30	24	77	54	22	48	10	38	94	60	91
	7.9	8.7	6.2	9.3	6.5	5.9	7.4	8.2	8.2	7.8	8.9	8.3	9.0	10.5	7.9	6.4
3	194	52	6	46	59	39	20	50	35	14	34	4	30	51	65	79
	6.3	6.7	3.7	7.5	7.1	7.6	6.2	5.3	5.3	5.0	6.3	3.3	7.1	5.7	8.5	5.5
4	90	21	4	16	32	22	10	20	9	11	17		17	32	26	32
	2.9	2.7	2.5	2.6	3.8	4.3	3.1	2.1	1.4	3.9	3.1		4.0	3.6	3.4	2.2
5 - VERY LIKELY	143	34	7	27	31	20	11	42	31	10	37	19	18	53	28	62
	4.6	4.4	4.3	4.4	3.7	3.9	3.4	4.5	4.7	3.5	6.9	15.8	4.3	5.9	3.7	4.3
SIGMA	2901	723	146	576	794	485	309	866	596	270	518	119	400	829	734	1338
	94.0	93.5	90.1	94.4	95.0	94.9	95.1	92.3	90.9	95.7	95.9	99.2	95.2	93.0	96.1	93.5
MEAN	1.51	1.51	1.43	1.53	1.49	1.52	1.45	1.47	1.46	1.47	1.61	1.78	1.56	1.61	1.52	1.44
DON'T KNOW	186	50	16	34	42	26	16	72	60	12	22	1	20	62	30	93
	6.0	6.5	9.9	5.6	5.0	5.1	4.9	7.7	9.1	4.3	4.1	.8	4.8	7.0	3.9	6.5
TOTAL RESPONDENTS	1920	501	110	391	566	354	212	548	388	160	305	71	234	567	492	861

(PERCENTAGES ROUNDED)
0234

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** MESQUITE GRILLING ***

	TOTAL	SEX: MALE	SEX: FEMALE	RACE: WHITE	RACE: NON-WHITE	AGE: 18-24 YEARS	AGE: 25-34 YEARS	AGE: 35-49 YEARS	AGE: 50-64 YEARS	AGE: 65 YRS & OVER	MARITAL STATUS: MARRIED	MARITAL STATUS: NOT MARRIED	NUMBER OF PEOPLE IN HOUSEHOLD: ONE	NUMBER OF PEOPLE IN HOUSEHOLD: TWO	NUMBER OF PEOPLE IN HOUSEHOLD: THREE OR FOUR	NUMBER OF PEOPLE IN HOUSEHOLD: FIVE OR MORE
WEIGHTED BASE	3139	1449	1690	2700	426	509	699	698	655	490	1874	1262	465	1018	1214	415
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1849	809	1039	1577	268	266	360	418	421	367	1148	698	275	645	654	257
	58.9	55.8	61.5	58.4	62.9	52.3	51.5	54.4	64.3	74.9	61.3	55.3	59.1	63.4	53.9	61.9
2	235	130	105	193	41	62	63	61	34	16	138	97	18	59	121	37
	7.5	9.0	6.2	7.1	9.6	12.2	9.0	7.9	5.2	3.3	7.4	7.7	3.9	5.8	10.0	8.9
3	280	148	132	245	31	72	77	72	38	21	155	126	42	69	133	33
	8.9	10.2	7.8	9.1	7.3	14.1	11.0	9.4	5.8	4.3	8.3	10.0	9.0	6.8	11.0	8.0
4	149	78	71	133	17	19	42	59	18	11	88	62	26	38	66	18
	4.7	5.4	4.2	4.9	4.0	3.7	6.0	7.7	2.7	2.2	4.7	4.9	5.6	3.7	5.4	4.3
5 - VERY LIKELY	225	91	134	192	29	38	64	64	46	14	122	104	33	85	85	20
	7.2	6.3	7.9	7.1	6.8	7.5	9.2	8.3	7.0	2.9	6.5	8.2	7.1	8.3	7.0	4.8
SIGMA	2739	1257	1482	2340	385	457	606	673	557	429	1650	1087	393	896	1058	365
	87.3	86.7	87.7	86.7	90.4	89.8	86.7	87.6	85.0	87.6	88.0	86.1	84.5	88.0	87.1	88.0
MEAN	1.78	1.82	1.76	1.79	1.70	1.91	1.99	1.94	1.62	1.35	1.72	1.87	1.79	1.72	1.87	1.65
DON'T KNOW	400	192	208	359	40	52	93	95	98	62	224	175	72	122	155	51
	12.7	13.3	12.3	13.3	9.4	10.2	13.3	12.4	15.0	12.7	12.0	13.9	15.5	12.0	12.8	12.3
TOTAL RESPONDENTS	1953	953	1000	1686	259	283	480	548	375	254	1186	765	286	602	769	280

(PERCENTAGES ROUNDED)
0236

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** MESQUITE GRILLING ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3139	600	1825	708	835	629	342	773	585	254	843
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1849	294	1061	489	425	391	200	499	310	142	586
	58.9	49.0	58.1	69.1	50.9	62.2	58.5	64.6	53.0	55.9	69.5
2	235	55	149	31	79	37	22	59	54	11	40
	7.5	9.2	8.2	4.4	9.5	5.9	6.4	7.6	9.2	4.3	4.7
3	260	77	161	42	81	53	41	46	58	31	42
	8.9	12.8	8.8	5.9	9.7	8.4	12.0	6.0	9.9	12.2	5.0
4	149	42	83	24	58	25	14	36	23	16	31
	4.7	7.0	4.5	3.4	6.9	4.0	4.1	4.7	3.9	6.3	3.7
5 - VERY LIKELY	225	62	134	30	70	59	26	49	55	27	50
	7.2	10.3	7.3	4.2	8.4	9.4	7.6	6.3	9.4	10.6	5.9
SIGMA	2739	530	1588	616	711	566	303	688	500	227	749
	87.3	88.3	87.0	87.0	85.1	90.0	88.6	89.0	85.5	89.4	88.8
MEAN	1.78	2.10	1.79	1.50	1.97	1.81	1.83	1.66	1.92	2.01	1.56
DON'T KNOW	400	69	238	92	124	63	39	85	85	27	94
	12.7	11.5	13.0	13.0	14.9	10.0	11.4	11.0	14.5	10.6	11.2
TOTAL RESPONDENTS	1953	505	1173	271	595	409	216	415	376	153	465

(PERCENTAGES ROUNDED)
C237

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** MESQUITE GRILLING ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3139	803	167	635	851	521	330	923	659	264	562	125	437	917	798	1423
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1849	491	108	383	498	303	195	557	401	156	303	66	236	534	421	894
	58.9	61.1	64.7	60.3	58.5	58.2	59.1	60.3	60.8	59.1	53.9	52.8	54.0	58.2	52.8	62.8
2	235	66	10	56	77	47	30	62	42	21	29	3	26	80	55	100
	7.5	8.2	6.0	8.8	9.0	9.0	9.1	6.7	6.4	8.0	5.2	2.4	5.9	8.7	6.9	7.0
3	280	59	5	54	79	51	28	73	52	21	69	17	52	84	82	114
	8.9	7.3	3.0	8.5	9.3	9.8	8.5	7.9	7.9	8.0	12.3	13.6	11.9	9.2	10.3	8.0
4	149	35	4	31	36	26	10	45	30	15	34	8	26	34	59	56
	4.7	4.4	2.4	4.9	4.2	5.0	3.0	4.9	4.6	5.7	6.0	6.4	5.9	3.7	7.4	3.9
5 - VERY LIKELY	225	37	9	28	54	30	24	78	50	28	56	21	35	82	70	73
	7.2	4.6	5.4	4.4	6.3	5.8	7.3	8.5	7.6	10.6	10.0	16.8	8.0	8.9	8.8	5.1
SIGMA	2739	689	137	552	745	458	287	815	574	241	491	116	375	813	687	1238
	87.3	85.8	82.0	86.9	87.5	87.9	87.0	88.3	87.1	91.3	87.4	92.8	85.8	88.7	86.1	87.0
MEAN	1.78	1.64	1.52	1.67	1.75	1.76	1.74	1.80	1.76	1.91	2.00	2.26	1.92	1.93	1.98	1.64
DON'T KNOW	400	114	31	84	106	63	43	108	85	23	71	9	62	104	111	185
	12.7	14.2	18.6	13.2	12.5	12.1	13.0	11.7	12.9	8.7	12.6	7.2	14.2	11.3	13.9	13.0
TOTAL RESPONDENTS	1953	522	111	411	576	362	214	538	391	147	317	74	243	586	511	856

(PERCENTAGES ROUNDED)
0238

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** BARBECUE ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2162	952	1209	1890	262	302	485	526	471	362	1315	844	329	703	939	269
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	749	314	435	646	103	61	108	162	182	225	453	294	152	277	221	82
	34.6	33.0	36.0	34.2	39.3	20.2	22.3	30.8	38.6	62.2	34.4	34.8	46.2	39.4	26.3	30.5
2	197	81	116	178	18	21	57	57	33	27	125	72	24	71	76	24
	9.1	8.5	9.6	9.4	6.9	7.0	11.8	10.8	7.0	7.5	9.5	8.5	7.3	10.1	9.1	8.9
3	398	202	196	371	24	67	93	96	100	42	262	136	56	135	148	58
	18.4	21.2	16.2	19.6	9.2	22.2	19.2	18.3	21.2	11.6	19.9	16.1	17.0	19.2	17.6	21.6
4	306	137	169	267	37	58	89	83	51	25	196	111	29	72	161	43
	14.2	14.4	14.0	14.1	14.1	19.2	18.4	15.8	10.8	6.9	14.9	13.2	8.8	10.2	19.2	16.0
5 - VERY LIKELY	443	177	267	372	68	87	122	105	94	33	245	198	54	124	214	48
	20.5	18.6	22.1	19.7	26.0	28.8	25.2	20.0	20.0	9.1	18.6	23.5	16.4	17.6	25.5	17.8
SIGMA	2094	912	1182	1834	251	294	469	503	460	352	1281	811	316	680	919	257
	96.9	95.8	97.8	97.0	95.8	97.4	96.7	95.6	97.7	97.2	97.4	96.1	96.0	96.7	97.6	95.5
MEAN	2.76	2.76	2.76	2.75	2.80	3.31	3.12	2.83	2.66	1.90	2.73	2.81	2.39	2.55	3.09	2.81
DON'T KNOW	68	41	27	56	12	8	16	23	11	10	34	34	13	23	20	12
	3.1	4.3	2.2	3.0	4.6	2.6	3.3	4.4	2.3	2.8	2.6	4.0	4.0	3.3	2.4	4.5
TOTAL RESPONDENTS	1339	620	719	1180	154	167	330	372	273	186	826	511	199	413	531	193

(PERCENTAGES ROUNDED)
0240

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** BARBECUE ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2162	434	1208	515	572	431	226	534	398	166	638
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	749	147	370	227	168	115	83	232	114	43	276
	34.6	33.9	30.6	44.1	29.4	26.7	36.7	43.4	28.6	25.9	43.3
2	197	56	107	35	68	55	21	24	47	18	51
	9.1	12.9	8.9	6.8	11.9	12.8	9.3	4.5	11.8	10.8	8.0
3	398	75	248	75	131	86	36	73	67	29	98
	18.4	17.3	20.5	14.6	22.9	20.0	15.9	13.7	16.8	17.5	15.4
4	306	63	197	46	80	68	34	68	61	27	80
	14.2	14.5	16.3	8.9	14.0	15.8	15.0	12.7	15.3	16.3	12.5
5 - VERY LIKELY	443	77	251	116	107	93	49	121	97	49	118
	20.5	17.7	20.8	22.5	18.7	21.6	21.7	22.7	24.4	29.5	18.5
SIGMA	2094	417	1174	499	555	417	222	517	387	166	622
	96.9	96.1	97.2	96.9	97.0	96.8	98.2	96.8	97.2	100.0	97.5
MEAN	2.76	2.68	2.87	2.58	2.80	2.93	2.75	2.65	2.95	3.12	2.54
DON'T KNOW	68	18	34	16	17	14	4	17	11		16
	3.1	4.1	2.8	3.1	3.0	3.2	1.8	3.2	2.8		2.5
TOTAL RESPONDENTS	1339	364	776	196	405	279	145	282	262	105	347

(PERCENTAGES ROUNDED)
0241

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** BARBECUE ***

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2162	583	129	454	623	384	239	536	373	163	420	104	316	604	570	987
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	749	232	54	178	204	125	78	172	124	48	142	34	108	242	175	333
	34.6	39.8	41.9	39.2	32.7	32.6	32.6	32.1	33.2	29.4	33.8	32.7	34.2	40.1	30.7	33.7
2	197	60	14	46	61	40	21	52	33	19	24	3	21	71	64	62
	9.1	10.3	10.9	10.1	9.8	10.4	8.8	9.7	8.8	11.7	5.7	2.9	6.6	11.8	11.2	6.3
3	398	101	26	75	130	80	50	78	57	21	89	14	75	92	124	182
	18.4	17.3	20.2	16.5	20.9	20.8	20.9	14.6	15.3	12.9	21.2	13.5	23.7	15.2	21.8	18.4
4	306	61	11	51	86	57	29	82	52	30	76	20	56	69	74	163
	14.2	10.5	8.5	11.2	13.8	14.8	12.1	15.3	13.9	18.4	18.1	19.2	17.7	11.4	13.0	16.5
5 - VERY LIKELY	443	108	20	88	132	73	59	128	94	34	76	22	54	120	108	216
	20.5	18.5	15.5	19.4	21.2	19.0	24.7	23.9	25.2	20.9	18.1	21.2	17.1	19.9	18.9	21.9
SIGMA	2094	562	123	438	613	375	238	513	360	152	407	94	313	594	545	955
	96.9	96.4	95.3	96.5	98.4	97.7	99.6	95.7	96.5	93.3	96.9	90.4	99.1	98.3	95.6	96.8
MEAN	2.76	2.56	2.42	2.60	2.81	2.77	2.87	2.89	2.89	2.89	2.80	2.93	2.77	2.59	2.77	2.86
DON'T KNOW	68	22	5	16	10	9	1	23	13	10	13	9	4	10	26	32
	3.1	3.8	3.9	3.5	1.6	2.3	.4	4.3	3.5	6.1	3.1	8.7	1.3	1.7	4.6	3.2
TOTAL RESPONDENTS	1339	394	85	299	412	260	152	309	217	92	234	60	174	377	369	593

(PERCENTAGES ROUNDED)
0242

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** DIET OR LITE MENU ITEM ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2462	1214	1249	2110	342	407	551	586	514	391	1467	995	368	778	957	341
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1262	664	597	1059	200	182	280	264	282	242	760	502	204	429	434	196
	51.3	54.7	47.8	50.2	58.5	44.7	50.8	45.1	54.9	61.9	51.8	50.5	55.4	55.1	45.4	56.5
2	265	166	102	224	42	56	62	72	51	26	173	95	33	71	123	39
	10.9	13.7	8.2	10.6	12.3	13.8	11.3	12.3	9.9	6.6	11.8	9.5	9.0	9.1	12.9	11.4
3	399	189	210	352	43	72	103	98	68	57	253	147	41	123	164	64
	16.2	15.6	16.8	16.7	12.6	17.7	18.7	16.7	13.2	14.6	17.2	14.8	11.1	15.8	17.1	18.8
4	196	76	120	178	18	43	45	54	33	22	105	92	28	57	91	21
	8.0	6.3	9.6	8.4	5.3	10.6	8.2	9.2	6.4	5.6	7.2	9.2	7.6	7.3	9.5	6.2
5 - VERY LIKELY	276	82	194	243	31	45	51	88	59	31	146	129	48	76	124	27
	11.2	6.8	15.5	11.5	9.1	11.1	9.3	15.0	11.5	7.9	10.0	13.0	13.0	9.8	13.0	7.9
SIGMA	2400	1176	1224	2056	334	398	540	576	493	378	1436	964	353	756	936	336
	97.5	96.9	98.0	97.4	97.7	97.8	98.0	98.3	95.9	96.7	97.9	96.9	95.9	97.2	97.8	98.5
MEAN	2.15	1.93	2.36	2.18	1.92	2.28	2.12	2.36	2.06	1.88	2.10	2.22	2.10	2.05	2.30	2.00
DON'T KNOW	62	37	25	54	8	9	11	10	20	12	31	31	14	22	21	4
	2.5	3.0	2.0	2.6	2.3	2.2	2.0	1.7	3.9	3.1	2.1	3.1	3.8	2.8	2.2	1.2
TOTAL RESPONDENTS	1508	782	726	1302	201	226	375	414	285	197	912	596	222	453	600	222

(PERCENTAGES ROUNDED)
0244

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** DIET OR LITE MENU ITEM ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2462	445	1403	610	628	507	278	611	431	170	641
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1262	203	674	382	280	238	150	348	183	74	340
	51.3	45.6	48.0	62.6	44.6	46.9	54.0	57.0	42.5	43.5	53.0
2	268	77	149	41	88	66	16	58	30	18	53
	10.9	17.3	10.6	6.7	14.0	13.0	5.8	9.5	7.0	10.6	8.3
3	399	63	267	69	118	86	54	74	91	31	89
	16.2	14.2	19.0	11.3	18.8	17.0	19.4	12.1	21.1	18.2	13.9
4	196	50	107	39	58	44	26	42	45	18	55
	8.0	11.2	7.6	6.4	9.2	8.7	9.4	6.9	10.4	10.6	8.6
5 - VERY LIKELY	276	42	174	59	64	63	31	73	78	28	87
	11.2	9.4	12.4	9.7	10.2	12.4	11.2	11.9	18.1	16.5	13.6
SIGMA	2400	435	1371	590	609	498	277	595	426	168	623
	97.5	97.8	97.7	96.7	97.0	98.2	99.6	97.4	98.8	98.8	97.2
MEAN	2.15	2.19	2.24	1.90	2.24	2.25	2.18	2.05	2.55	2.46	2.19
DON'T KNOW	62	10	32	19	19	9	1	15	5	2	18
	2.5	2.2	2.3	3.1	3.0	1.8	.4	2.5	1.2	1.2	2.8
TOTAL RESPONDENTS	1508	373	900	232	443	321	173	324	273	103	345

(PERCENTAGES ROUNDED)
0245

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** DIET OR LITE MENU ITEM ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2462	631	137	494	633	385	249	737	520	216	461	100	362	723	619	1120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1262	311	68	244	328	201	127	374	258	116	248	50	198	401	290	570
	51.3	49.3	49.6	49.4	51.8	52.2	51.0	50.7	49.6	53.7	53.8	50.0	54.7	55.5	46.8	50.9
2	268	97	21	76	54	34	20	70	46	24	47	10	37	82	72	114
	10.9	15.4	15.3	15.4	8.5	8.8	8.0	9.5	8.8	11.1	10.2	10.0	10.2	11.3	11.6	10.2
3	399	100	24	77	109	74	35	110	74	36	80	15	65	122	104	173
	16.2	15.8	17.5	15.6	17.2	19.2	14.1	14.9	14.2	16.7	17.4	15.0	18.0	16.9	16.8	15.4
4	196	61	10	51	54	31	23	52	35	17	30	7	22	46	53	97
	8.0	9.7	7.3	10.3	8.5	8.1	9.2	7.1	6.7	7.9	6.5	7.0	6.1	6.4	8.6	8.7
5 - VERY LIKELY	276	48	11	36	75	39	37	101	84	17	52	16	36	61	98	127
	11.2	7.6	8.0	7.3	11.8	10.1	14.9	13.7	16.2	7.9	11.3	16.0	9.9	8.4	14.2	11.3
SIGMA	2400	617	133	484	620	378	242	706	497	209	457	98	358	712	607	1081
	97.5	97.8	97.1	98.0	97.9	98.2	97.2	95.8	95.6	96.8	99.1	98.0	98.9	98.5	93.1	96.5
MEAN	2.15	2.09	2.07	2.09	2.18	2.13	2.27	2.20	2.28	2.02	2.10	2.28	2.05	1.99	2.30	2.16
DON'T KNOW	62	14	4	10	13	6	6	30	23	7	5	1	3	11	12	39
	2.5	2.2	2.9	2.0	2.1	1.6	2.4	4.1	4.4	3.2	1.1	1.0	.8	1.5	1.9	3.5
TOTAL RESPONDENTS	1508	403	89	314	424	262	162	418	300	118	263	63	200	451	390	667

(PERCENTAGES ROUNDED)
'0245

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PIZZA DELIVERY ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1971	913	1058	1697	264	198	377	430	508	443	1202	767	346	724	563	219
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1009	443	566	870	133	54	116	197	307	324	649	359	210	440	249	97
	51.2	48.5	53.5	51.3	50.4	27.3	30.8	45.8	60.4	73.1	54.0	46.8	60.7	60.8	37.6	44.3
2	189	106	84	165	23	18	36	50	49	35	117	72	27	74	63	25
	9.6	11.6	7.9	9.7	8.7	9.1	9.5	11.6	9.6	7.9	9.7	9.4	7.8	10.2	9.5	11.4
3	248	119	129	228	20	23	67	61	61	35	159	88	45	63	113	26
	12.6	13.0	12.2	13.4	7.6	11.6	17.8	14.2	12.0	7.9	13.2	11.5	13.0	8.7	17.0	11.9
4	177	82	95	144	32	46	55	36	23	17	91	87	18	56	78	25
	9.0	9.0	9.0	8.5	12.1	23.2	14.6	8.4	4.5	3.8	7.6	11.3	5.2	7.7	11.8	11.4
5 - VERY LIKELY	298	134	163	247	49	52	97	75	53	19	156	142	36	80	142	38
	15.1	14.7	15.4	14.6	18.6	26.3	25.7	17.4	10.4	4.3	13.0	18.5	10.4	11.0	21.4	17.4
SIGMA	1922	884	1037	1653	258	194	371	419	492	431	1172	748	335	712	644	212
	97.5	96.8	98.0	97.4	97.7	98.0	96.4	97.4	96.9	97.3	97.5	97.5	96.8	98.3	97.1	96.8
MEAN	2.25	2.27	2.24	2.23	2.38	3.12	2.95	2.38	1.91	1.54	2.14	2.44	1.94	1.96	2.69	2.44
DON'T KNOW	49	28	21	44	6	4	6	11	16	12	30	19	11	12	19	7
	2.5	3.1	2.0	2.6	2.3	2.0	1.6	2.6	3.1	2.7	2.5	2.5	3.2	1.7	2.9	3.2
TOTAL RESPONDENTS	1206	581	625	1040	160	109	256	311	293	226	751	453	204	419	425	147

(PERCENTAGES ROUNDED)
0248

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PIZZA DELIVERY ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	1971	377	1070	521	471	358	223	569	316	167	571
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1009	192	481	333	218	159	113	317	125	69	370
	51.2	50.9	45.0	63.9	46.3	44.4	50.7	55.7	39.6	41.3	64.8
2	189	39	101	49	62	29	30	42	38	14	32
	9.6	10.3	9.4	9.4	13.2	8.1	13.5	7.4	12.0	8.4	5.6
3	248	54	150	44	68	54	32	62	40	22	66
	12.6	14.3	14.0	8.4	14.4	15.1	14.3	10.9	12.7	13.2	11.6
4	177	40	114	23	38	39	18	46	37	27	32
	9.0	10.6	10.7	4.4	8.1	10.9	8.1	8.1	11.7	16.2	5.6
5 - VERY LIKELY	298	45	193	60	72	66	23	94	70	33	60
	15.1	11.9	18.0	11.5	15.3	18.4	10.3	16.5	22.2	19.8	10.5
SIGMA	1922	371	1039	509	458	347	216	562	309	164	560
	97.5	98.4	97.1	97.7	97.2	96.9	96.9	98.8	97.8	98.2	98.1
MEAN	2.25	2.21	2.46	1.87	2.31	2.49	2.11	2.21	2.65	2.64	1.90
DON'T KNOW	49	6	31	12	14	11	7	7	8	3	11
	2.5	1.6	2.9	2.3	3.0	3.1	3.1	1.2	2.5	1.8	1.9
TOTAL RESPONDENTS	1206	318	689	197	343	241	143	288	212	101	309

(PERCENTAGES ROUNDED)
0249

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** PIZZA DELIVERY ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1971	478	107	371	467	270	197	625	428	196	402	93	309	555	461	954
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1009	241	45	195	229	128	101	327	220	107	212	43	169	285	242	482
	51.2	50.4	42.1	52.6	49.0	47.4	51.3	52.3	51.4	54.6	52.7	46.2	54.7	51.4	52.5	50.5
2	189	43	16	27	43	28	14	58	46	12	45	11	35	61	38	90
	9.6	9.0	15.0	7.3	9.2	10.4	7.1	9.3	10.7	6.1	11.2	11.8	11.3	11.0	8.2	9.4
3	248	65	16	49	68	39	29	70	41	29	46	12	34	71	53	123
	12.6	13.6	15.0	13.2	14.6	14.4	14.7	11.2	9.6	14.8	11.4	12.9	11.0	12.8	11.5	12.9
	177	43	10	33	45	25	21	50	36	14	40	11	29	52	44	81
	9.0	9.0	9.3	8.9	9.6	9.3	10.7	8.0	8.4	7.1	10.0	11.8	9.4	9.4	9.5	8.5
5 - VERY LIKELY	298	71	9	62	77	46	32	98	74	24	51	16	35	79	68	150
	15.1	14.9	8.4	16.7	16.5	17.0	16.2	15.7	17.3	12.2	12.7	17.2	11.3	14.2	14.8	15.7
SIGMA	1922	462	97	366	463	266	197	602	417	185	394	93	301	549	446	927
	97.5	96.7	90.7	98.7	99.1	98.5	100.0	96.3	97.4	94.4	98.0	100.0	97.4	98.9	96.7	97.2
MEAN	2.25	2.26	2.19	2.28	2.35	2.36	2.33	2.23	2.28	2.12	2.17	2.42	2.09	2.23	2.23	2.28
DON'T KNOW	49	16	10	5	4	4		22	11	11	7		7	7	15	27
	2.5	3.3	9.3	1.3	.9	1.5		3.5	2.6	5.6	1.7		2.3	1.3	3.3	2.8
TOTAL RESPONDENTS	1206	308	70	238	312	184	128	358	248	110	228	54	174	348	291	567

(PERCENTAGES ROUNDED)
0250

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** AMERICAN REGIONAL CUISINE ***

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2111	975	1137	1784	318	307	433	493	473	389	1289	821	319	673	913	291
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	851	376	475	688	160	86	130	157	233	235	537	314	141	325	261	115
	40.3	38.6	41.8	38.6	50.3	28.0	30.0	31.8	49.3	60.4	41.7	38.2	44.2	48.3	32.1	39.5
2	209	96	112	178	30	48	61	51	28	19	113	95	20	58	96	29
	9.9	9.8	9.9	10.0	9.4	15.6	14.1	10.3	5.9	4.9	8.8	11.6	6.3	8.6	11.8	10.0
3	396	208	188	348	47	73	106	110	67	39	256	140	38	104	195	69
	18.8	21.3	16.5	19.5	14.8	23.8	24.5	22.3	14.2	10.0	19.9	17.1	11.9	15.5	22.8	23.7
4	272	129	143	240	30	49	75	57	49	41	160	112	43	74	119	37
	12.9	13.2	12.6	13.5	9.4	16.0	17.3	11.6	10.4	10.5	12.4	13.6	13.5	11.0	14.6	12.7
5 - VERY LIKELY	293	126	167	247	42	51	49	99	66	27	165	129	56	81	119	35
	13.9	12.9	14.7	13.8	13.2	16.6	11.3	20.1	14.0	6.9	12.8	15.7	17.6	12.0	14.6	12.0
SIGMA	2021	935	1087	1701	311	306	421	475	444	361	1232	789	298	643	779	285
	95.7	95.9	95.6	95.3	97.8	99.7	97.2	96.3	93.9	92.8	95.6	96.1	93.4	95.5	95.8	97.9
MEAN	2.48	2.50	2.46	2.52	2.24	2.78	2.65	2.77	2.29	1.91	2.43	2.55	2.51	2.27	2.67	2.46
DON'T KNOW	90	40	50	82	7	2	12	18	30	28	57	32	20	30	33	6
	4.3	4.1	4.4	4.6	2.2	.7	2.8	3.7	6.3	7.2	4.4	3.9	6.3	4.5	4.1	2.1
TOTAL RESPONDENTS	1275	616	659	1083	187	173	289	340	262	200	788	486	185	387	500	195

(PERCENTAGES ROUNDED)
0252

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** AMERICAN REGIONAL CUISINE ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2111	321	1205	580	458	403	225	606	358	169	608
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	851	102	422	325	127	138	89	302	115	67	292
	40.3	31.8	35.0	56.0	27.7	34.2	39.6	49.8	32.1	39.6	48.0
2	209	42	125	41	47	44	21	46	45	18	49
	9.9	13.1	10.4	7.1	10.3	10.9	9.3	7.6	12.6	10.7	8.1
3	396	64	265	65	108	82	41	98	59	26	103
	18.8	19.9	22.0	11.2	23.6	20.3	18.2	16.5	16.5	15.4	16.9
4	272	51	149	72	69	62	39	69	58	27	58
	12.9	15.9	12.4	12.4	15.1	15.4	17.3	11.4	16.2	16.0	9.5
5 - VERY LIKELY	293	52	195	45	83	68	26	76	68	22	76
	13.9	16.2	16.2	7.8	18.1	16.9	11.6	12.5	19.0	13.0	12.5
SIGMA	2021	311	1156	549	434	394	216	581	347	159	579
	95.7	96.9	95.9	94.7	94.8	97.8	96.0	95.9	96.9	94.1	95.2
MEAN	2.48	2.71	2.63	2.04	2.85	2.69	2.50	2.26	2.77	2.49	2.27
DON'T KNOW	90	10	49	31	24	9	9	25	12	10	29
	4.3	3.1	4.1	5.3	5.2	2.2	4.0	4.1	3.4	5.9	4.8
TOTAL RESPONDENTS	1275	269	782	220	321	261	144	319	226	101	330

(PERCENTAGES ROUNDED)
0253

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES

*** AMERICAN REGIONAL CUISINE ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2111	495	86	409	569	343	226	670	468	202	377	91	286	566	508	1038
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	851	194	39	155	218	131	87	286	203	84	153	36	117	219	166	466
	40.3	39.2	45.3	37.9	38.3	38.2	38.5	42.7	43.4	41.6	40.6	39.6	40.9	38.7	32.7	44.9
2	209	53	11	41	53	32	21	64	40	25	38	10	28	58	50	100
	9.9	10.7	12.8	10.0	9.3	9.3	9.3	9.6	8.5	12.4	10.1	11.0	9.8	10.2	9.8	9.6
3	396	97	19	79	101	62	39	110	81	29	88	23	65	114	112	170
	18.8	19.6	22.1	19.3	17.8	18.1	17.3	16.4	17.3	14.4	23.3	25.3	22.7	20.1	22.0	16.4
4	272	67	9	58	90	56	33	84	50	34	32	7	25	70	76	126
	12.9	13.5	10.5	14.2	15.8	16.3	14.6	12.5	10.7	16.8	8.5	7.7	8.7	12.4	15.0	12.1
5 - VERY LIKELY	293	73	6	67	81	49	32	85	61	24	54	13	4	95	71	128
	13.9	14.7	7.0	16.4	14.2	14.3	14.2	12.7	13.0	11.9	14.3	14.3	14.3	16.8	14.0	12.3
SIGMA	2021	483	84	399	544	331	213	630	435	195	365	89	276	556	475	990
	95.7	97.6	97.7	97.6	95.6	96.5	94.2	94.0	92.9	96.5	96.8	97.8	96.5	98.2	93.5	95.4
MEAN	2.48	2.53	2.18	2.60	2.56	2.58	2.54	2.39	2.37	2.43	2.44	2.44	2.44	2.58	2.65	2.34
DON'T KNOW	90	12	2	10	25	12	13	40	33	7	13	2	10	9	33	47
	4.3	2.4	2.3	2.4	4.4	3.5	5.8	6.0	7.1	3.5	3.4	2.2	3.5	1.6	6.5	4.5
TOTAL RESPONDENTS	1275	311	57	254	375	233	142	380	271	109	209	54	155	348	317	610

(PERCENTAGES ROUNDED)
0254

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** DISPLAY COOKING IN FRONT OF PATRONS ***

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2882	1331	1552	2495	370	439	648	724	592	460	1732	1148	442	936	1095	385
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1377	606	771	1192	176	138	244	322	328	334	864	511	240	490	453	176
	47.8	45.5	49.7	47.8	47.6	31.4	37.7	44.5	55.4	72.6	49.9	44.5	54.3	52.4	41.4	45.7
2	355	193	162	305	49	63	101	95	66	27	209	146	46	120	129	57
	12.3	14.5	10.4	12.2	13.2	14.4	15.6	13.1	11.1	5.9	12.1	12.7	10.4	12.8	11.8	14.8
3	457	244	213	409	47	93	128	132	66	33	262	195	67	123	207	58
	15.9	18.3	13.7	16.4	12.7	21.2	19.8	18.2	11.1	7.2	15.1	17.0	15.2	13.1	18.9	15.1
4	245	107	138	216	27	58	75	49	43	20	154	91	36	61	128	21
	8.5	8.0	8.9	8.7	7.3	13.2	11.6	6.8	7.3	4.3	8.9	7.9	8.1	6.5	11.7	5.5
5 - VERY LIKELY	375	142	234	308	62	78	91	105	72	27	197	178	41	121	149	61
	13.0	10.7	15.1	12.3	16.8	17.8	14.0	14.5	12.2	5.9	11.4	15.5	9.3	12.9	13.6	15.8
SIGMA	2810	1291	1518	2430	362	430	639	703	575	441	1686	1122	430	915	1066	373
	97.5	97.0	97.8	97.4	97.8	97.9	98.6	97.1	97.1	95.9	97.3	97.7	97.3	97.8	97.4	96.9
MEAN	2.25	2.21	2.28	2.24	2.31	2.71	2.48	2.32	2.07	1.59	2.18	2.36	2.05	2.13	2.43	2.29
DON'T KNOW	73	39	34	65	8	9	9	21	17	18	46	26	12	21	28	12
	2.5	2.9	2.2	2.6	2.2	2.1	1.4	2.9	2.9	3.9	2.7	2.3	2.7	2.2	2.6	3.1
TOTAL RESPONDENTS	1787	876	911	1552	225	246	439	512	337	239	1090	695	269	553	690	261

(PERCENTAGES ROUNDED)
0256

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** DISPLAY COOKING IN FRONT OF PATRONS ***

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2882	557	1665	656	777	577	312	695	531	228	785
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD											
1 - VERY UNLIKELY	1377	233	728	412	298	256	145	404	201	103	467
	47.8	41.8	43.7	62.8	38.4	44.4	46.5	58.1	37.9	45.2	59.5
2	355	78	210	67	117	79	30	62	75	18	70
	12.3	14.0	12.6	10.2	15.1	13.7	9.6	8.9	14.1	7.9	8.9
3	457	114	280	63	157	82	65	88	79	55	77
	15.9	20.5	16.8	9.6	20.2	14.2	20.8	12.7	14.9	24.1	9.8
4	245	62	158	26	89	62	19	40	59	18	61
	8.5	11.1	9.5	4.0	11.5	10.7	6.1	5.8	11.1	7.9	7.8
5 - VERY LIKELY	375	55	257	63	102	93	48	80	104	32	93
	13.0	9.9	15.4	9.6	13.1	14.4	15.4	11.5	19.6	14.0	11.8
SIGMA	2810	542	1633	630	763	561	307	673	518	224	768
	97.5	97.3	98.1	96.0	98.2	97.2	98.4	96.8	97.6	98.2	97.8
MEAN	2.25	2.31	2.39	1.83	2.45	2.35	2.34	2.00	2.60	2.36	2.01
DON'T KNOW	73	15	32	25	13	16	5	22	13	4	17
	2.5	2.7	1.9	3.8	1.7	2.8	1.6	3.2	2.4	1.8	2.2
TOTAL RESPONDENTS	1787	467	1066	250	550	371	199	372	336	136	433

(PERCENTAGES ROUNDED)
0257

LIKELIHOOD OF TRYING PLACES THAT SPECIALIZE IN...
BASED ON THOSE WHO HAVE NOT EATEN IN THESE PLACES
*** DISPLAY COOKING IN FRONT OF PATRONS ***

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2882	734	150	584	746	457	288	864	609	254	539	119	420	844	735	1303
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD																
1 - VERY UNLIKELY	1377	348	68	281	345	208	137	428	298	130	255	53	202	391	316	669
	47.8	47.4	45.3	48.1	46.2	45.5	47.6	49.5	48.9	51.2	47.3	44.5	48.1	46.3	43.0	51.3
2	355	89	18	71	97	65	32	112	80	33	56	10	46	119	93	144
	12.3	12.1	12.0	12.2	13.0	14.2	11.1	13.0	13.1	13.0	10.4	8.4	11.0	14.1	12.7	11.1
3	457	127	37	90	125	73	52	100	70	30	105	23	82	149	122	186
	15.9	17.3	24.7	15.4	16.8	16.0	18.1	11.6	11.5	11.8	19.5	19.3	19.5	17.7	16.6	14.3
4	245	61	8	53	76	47	29	78	56	22	30	11	19	64	79	102
	8.5	8.3	5.3	9.1	10.2	10.3	10.1	9.0	9.2	8.7	5.6	9.2	4.5	7.6	10.7	7.8
5 - VERY LIKELY	375	85	16	69	93	59	34	118	81	37	79	21	59	99	111	166
	13.0	11.6	10.7	11.8	12.5	12.9	11.8	13.7	13.3	14.6	14.7	17.6	14.0	11.7	15.1	12.7
SIGMA	2810	711	147	564	736	452	284	836	585	251	526	119	408	822	721	1267
	97.5	96.9	98.0	96.6	98.7	98.9	98.6	96.8	96.1	98.8	97.6	100.0	97.1	97.4	98.1	97.2
MEAN	2.25	2.22	2.23	2.22	2.29	2.30	2.26	2.22	2.22	2.22	2.28	2.46	2.23	2.22	2.41	2.17
DON'T KNOW	73	23	3	20	9	5	4	28	25	3	12		12	22	15	36
	2.5	3.1	2.0	3.4	1.2	1.1	1.4	3.2	4.1	1.2	2.2		2.9	2.6	2.0	2.8
TOTAL RESPONDENTS	1787	476	100	376	503	318	185	503	359	144	305	72	233	538	468	781

(PERCENTAGES ROUNDED)
C258

QUESTIONNAIRE

ASK EVERYONE:

1. In the past 3 months, have you eaten a meal or snack from a place that specializes in (ASK EACH BELOW. START AT "X") RECORD BELOW UNDER Q. 1

ASK EACH PART OF Q.2 OF THOSE WHO SAID "NO" IN Q. 1

2. Using a 5 point scale where 5 means you are very likely to try and 1 means you are very unlikely to try, if you had the opportunity, how likely are you to try in the future a place which specializes in (EACH FOOD MARKED "NO" IN Q. 1). RECORD UNDER Q. 2

	Q. 1		Q. 2					
	Yes	No	Very Likely				Very Unlikely	Don't Know
a. Freshly baked cookies	1	2	5	4	3	2	1	y
b. Premium, hand dipped ice cream	1	2	5	4	3	2	1	y
c. Gourmet, ready to eat take out foods	1	2	5	4	3	2	1	y
d. Hamburgers with a wide variety of burger toppings and offers alcoholic beverages	1	2	5	4	3	2	1	y
e. Spicy, cajun (KAY-JIN) style cooking	1	2	5	4	3	2	1	y
f. Marinated, broiled or Mexican style chicken	1	2	5	4	3	2	1	y
g. Pasta	1	2	5	4	3	2	1	y
h. Oriental fast food	1	2	5	4	3	2	1	y
i. Sushi or sashimi	1	2	5	4	3	2	1	y
j. Mesquite (MES-KEET) grilling	1	2	5	4	3	2	1	y
k. Barbecue	1	2	5	4	3	2	1	y
l. Diet or lite menu items	1	2	5	4	3	2	1	y
m. Pizza delivery	1	2	5	4	3	2	1	y
n. American regional cuisine	1	2	5	4	3	2	1	y
o. Display cooking in front of patrons	1	2	5	4	3	2	1	y

COMPOSITION OF SAMPLE

COMPOSITION OF THE SAMPLE

	Percent
Sex	
Male	46.9
Female	53.1
	100.0
Race	
White	86.1
Non-white	13.4
Undesignated	.5
	100.0
Age	
18 - 24 years	16.0
25 - 34 years	22.7
35 - 49 years	24.9
50 - 64 years	20.4
65 and older	15.3
Undesignated	.7
	100.0
Education	
College graduate	19.4
High school graduate	58.1
Less than high school graduate	22.3
Undesignated	.2
	100.0
Annual Household Income	
$30,000 and over	27.1
$20,000 - $29,999	19.8
$15,000 - $19,999	11.0
Under $15,000	24.4
Undesignated	17.7
	100.0

Region		Percent
East:	Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia.	25.4
Midwest:	Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri.	26.2
South:	Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana.	29.6
West:	Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii.	18.8
		100.0

For additional information concerning the content of this report, contact:

Bette B. Hoyt
Research Manager
National Restaurant Association
311 First Street, N.W.
Washington, DC 20001

(202) 638-6100